The National Underwriter

LIFE INSURANCE EDITION

Thirty-Second Year No. 52 CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, DECEMBER 28, 1928 $3.00 Per Year, 15 Cents a Copy

DRAFT AMENDMENTS TO FRATERNAL CODE

Will Introduce Liberalized Provisions at 1929 State Legislative Sessions

RETAIN OLD FEATURES

Would Give Societies Privilege to Write on Old-Line Legal Reserve Basis

The National Fraternal Congress intends to go before the various legislatures meeting in 1929 with a set of amendments to the existing fraternal code that will permit fraternal insurance to liberalize its benefits. The congress will work through the state fraternal congresses. In most of the states these organizations are active bodies, composed of leading fraternalists who have considerable standing in their home communities. Each state congress will sponsor the amendments in its home commonwealth.

Claim Tax Exemption

The changes in the code contemplate giving the societies the privilege if they desire of writing life insurance on the same basis as old-line legal reserve life insurance. Only the societies that are now on an actuarially solvent basis will be allowed to do this. In regard to their insurance operations they will adopt the rules and regulations set up by the states for old-line insurance. The societies will at the same time maintain their claim to tax exemption on the ground of representative government and non-profit, and for the reason that they are charitable and benevolent institutions. The national congress is preparing a booklet which will picture and describe several hundred homes for the children and aged, hospitals and sanatoria to which their members are admitted free, thus relieving the state of many of its eleemosynary obligations.

Authorized by Congress

The proposed statutory changes were authorized in August by the Toronto convention of the National Fraternal Congress. A special committee was authorized to write the amendments. It met in Chicago on November to draft a form which was submitted to the presidents of societies. Another meeting was held in Chicago in December which was attended by 30 society presidents. A few changes were made, and the approved form was drafted.

One of the features in which the societies were interested especially was the one which enlarges the class of beneficiaries. Many of the organizations have members whose beneficiaries have died, leaving them without a dependent as described in the fraternal code, and the law prohibits their designating somebody else as beneficiary.

The proposed amendments do not

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LIFE INSURANCE ACTIVITIES OF 1928 SHOWN IN CONDENSED NEWS BRIEFS

THAT the past year has been an eventful one for life insurance is evidenced by a review of the news columns of the year. Company changes, company expansions, field improvements, legislative activity, underwriting refinements, investment advances and many other outstanding events have marked the year—not a few remaining for continued deliberation during 1929. Possibly the best picture of a year's accomplishments and difficulties can be seen in news briefs, and to give this picture the following briefs have been gleaned from the columns of THE NATIONAL UNDERWRITER of the past year:

January

Julian leaves Alabama commissionership to join Union Life. (Jan. 6—page 3.) (Dec. 7—page 9.)

Western Union Life purchased by Sun Life of Canada. (Jan. 6—page 3.) (Jan. 13—page 11.) (Jan. 27—page 5.) (Feb. 3 page 9.)

Analysis of insurance costs made by Vice-President Linton of Provident Mutual Life. (Jan. 13—page 3.)

Thomas I. Parkinson, new president of Equitable Life of New York, makes first appearance before agents. (Jan. 13—page 5.)

Oliver Thurman and others promoted by Mutual Benefit Life. (Jan. 13—page 13.)

Agency costs analyzed by Vice-President Abels of Franklin Life. (Jan. 20—page 3.)

Hillsman Taylor elected president of the Missouri State Life. (Jan. 20—page 11.)

Record low mortality for 1927 reported by Life Presidents' Association. (Jan. 20—page 11.)

Production for year analyzed by Life Presidents' Association. (Jan. 27—page 3.)

American Men Table and new section 97 up for adoption in New York. (Jan. 27—page 3.) (Feb. 10—page 3.)

Twelve managerial changes made by Travelers. (Jan. 27—page 15.)

McClench becomes chairman, and Sargeant president of Massachusetts Mutual. (Jan. 27—page 16.)

February

Thomas W. Blackburn, long general counsel of American Life Convention, dies. (Feb. 3—page 3.)

Metropolitan Life decides to accept brokerage business. (Feb. 3—page 3.)

Stupendous figures on year's business given by Haley Fiske. (Feb. 3—page 9.)

William M. Duff succeeds to head of huge E. A. Woods agency at Pittsburgh. (Feb. 3—page 27.)

Standardization of disability clause proposed by New York department. (Feb. 10—page 3.) (March 2—page 3.) (March 23—page 3.)

Success of non-medical plan shown by John Hancock. (Feb. 17—page 3.)

Metropolitan Life offers "package" group contract, with four coverages in one. (Feb. 17—page 5.)

Pyramid Life formed in Kansas City by Hoyt. (Feb. 17—page 6.)

E. A. Saunders heads Atlantic Life. (Feb. 17—page 8.)

Bradshaw heads North American Life of Canada. (Feb. 17—page 14.)

March

Hearing on Section 97 held by Beha in New York. (March 2—page 3.) (April 20—pages 3 and 5.) (Aug. 17—page 3.) (Aug. 31—page 3.) (Sept. 7—page 3.) (Nov. 9—page 3.) (Dec. 7—pages 3 and 12.)

Bank of Italy situation acute. (March 9—page 5.) (March 16—page 3.) (March 23—page 5.) (May 4—page 3.)

Rodman Wanamaker, insured for $6,000,000, dies. (March 16—page 7.)

American Security Life organized in Birmingham. (March 23—page 3.)

National Old Line Life organized at Wichita, Kan. (March 23—page 4.)

Controversy over International Life is encountered. (March 23—page 10.) (March 30—page 3.)

Investment restrictions liberalized in New York. (March 30—page 3.) (May 25—page 3.)

April

Pilot Life Reinsurance launched by Carl Schreiner. (April 6—page 3.) (May 18—page 3.)

Companies listed by rank of insurance in force. (April 6—page 3.)

E. J. Clark elected president of American College of Life Underwriters. (April 6—page 12.)

Judge William A. Day, chairman of Equitable Life, dies. (April 13—page 3.)

Fulton, Cameron and others made officials of Home Life. (April 27—page 3.)

May

Higher policy limits adopted by many companies. (May 4—page 3.)

Montgomery heads medical section of American Life convention. (May 11—page 9.)

Big policy underwriting becomes important factor. (May 18—page 3.) (June 1—page 12.) (Sept. 21—page 8.)

New York agents and bankers adopt code for life insurance trusts. (May 25—page 3.)

J. D. Craig heads Actuarial Society. (May 25—page 5.)

June

Metropolitan Life appeals to high court on aviation rider. (June 8—page 5.)

Arthur Hunter and others promoted by New York Life. (June 8—page 10.)

Arthur Coburn heads American Institute of Actuaries. (June 15—page 3.)

Orville Thorp, prominent life underwriter, dies. (June 22—page 3.) (June 29—page 5.)

Frank Davis resigns as Equitable vice-president, being succeeded by Frank L. Jones. (June 29—page 5.)

July

Cox becomes chairman and McCarthy president of Canada Life. (July 13—page 5.)

Largest group policy of all times, for $400,000,000, written by Metropolitan Life. (July 27—page 3.)

Dallas placed in charge of underwriting by Aetna Life. (July 27—page 5.)

Detailed analysis of all life insurance payments of past year. (July 27—special issue.)

August

Reinsurance becomes increasingly important factor in life insurance. (Aug. 3—page 7.)

Holder of $4,500,000 policy is suicide.

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EXTRA COPIES

of the

Chicago Historical and Insurance Exchange Number

going out with this issue

may be ordered by Subscribers at 50 Cents Each

Copies bound in imitation leather for preservation or presentation—$3 Each.

MAC ARTHUR CONTROLS THE CENTRAL LIFE

Buys Large Interest in the Chicago Company and Will Be Official

ELECT NEW DIRECTORS

Vice-president Charles Nadler and Dr. T. W. Burrows Retire from Service of the Company

Alfred MacArthur, former home office general agent of the National Life, U. S. A., in Chicago, has purchased the controlling interest in the Central Life of that city. At a special stockholders' meeting held this week, eight directors representing Mr. MacArthur's interest were elected out of the total of 15. In a short time he will become first vice-president. The interest of Vice-president Charles Nadler and Medical Director T. W. Burrows has been acquired by Mr. MacArthur. They will retire from the company's service, having been connected with it from its early beginning. Judge W. H. Hinebaugh, the president, and S. B. Bradford, secretary, will continue as at present.

Continue at Separate Company

It was the desire of those who have until now guided the destinies of the Central Life to maintain it as a separate going company. They have been approached several times with propositions to consolidate, but these have not appealed to them. Recognizing that they might dispose of their interests, they have nevertheless been disinclined to see the company lose its identity in an amalgamation. Mr. MacArthur has no intention of allowing it to become a part of any combination. Instead, he will preserve it and build it up to greater purposes. The officers who are now relinquishing their control would not have gone out of business.

Mr. MacArthur's Career

Mr. McArthur was for 15 years home office general agent of the National Life, U. S. A., resigning that position some months ago. For some time it has been his desire to either organize a new company or to purchase a controlling interest in an established one. His purchase of the stock of the Central Life was accomplished after several months of negotiation. Mr. MacArthur is a former president of the Chicago Life Underwriters Association. He was the leading producer of the National Life, U. S. A. He could always be counted on to do big things in selling insurance.

MacArthur Is Aggressive

Mr. MacArthur has been one of the outstanding personal producers of Chicago. He is aggressive and successful. He is one of the principal owners of the Pioneer Publishing Co. of Oak Park, which publishes local newspapers for

(CONTINUED ON PAGE 9)

BANKERS LIFE OF IOWA HAS EXCELLENT YEAR

BIG PRODUCERS NUMEROUS

De Forest Bowman Agency, Chicago, Leads Field on Volume of Paid-for Business

The last day of the qualification year for Bankers Life of Iowa honor production clubs found that company's field force boasting two "millionaires," eight Half Million Dollar Club members, 157 salesmen with production ranging from $200,000 up to $492,750 and 220 men with production ranging from $200,000 up to $492,750 and 220 men with $100,000-$200,000 production.

G. C. Woods, agency manager for the company at Nashville, Tenn., was first of the "millionaires," and field force leader as well, with a paid-for production of $1,016,750. This was Mr. Woods' first field force leadership and first million as well.

Joseph Janciar of Pittsburgh was the second "millionaire." His total was $1,009,683. This was his third $1,000,000 production in less than three full years of Bankers Life selling.

The eight $50,000 men and their totals were: R. P. Tucker, Elgin, Illinois, agency, $638,500; S. S. Edmonston, Jr., Washington, D. C. agency, $596,000; W. B. Mahaffa, Central Iowa agency, $592,700; Louis Slobe, Chicago agency, $531,834; R. V. Barnes, Madison, Wis., agency, $531,575; J. E. Flannery, Chicago agency, $524,000; Robert Mercer, Chicago agency, $516,500; F. G. Shurtleff, Tulsa Okla., agency, $505,680.

The company's Chicago agency, under the direction of De Forest Bowman, led all of the company's agencies in the year, with a paid-for production of $6,104,720. This was Chicago's second successive leadership.

Three agencies passed the $5,000,000 mark in the same period and stood just behind the Chicago agency. Those agencies, and their totals, were: G. F. Murrell agency, Pittsburgh, $5,363,500; J. E. Flanigan agency, New York, $5,271,250; Elbert Storer agency, Indianapolis, $5,152,755.

Of all the company's agencies 20 had paid-for productions exceeding $2,000,000, and 28 more had totals ranging from $1,000,000 to $1,990,000.

John Hancock's Investments

New investments accepted by the John Hancock Mutual Life during November total $7,415,804, of which $2,958,304 was in farm and city mortgage loans; $872,500 in railroad securities; $1,350,000 in public utilities; government securities $2,235,000.

Of the total farm and city mortgage loans accepted, $1,299,534 was on 215 farms, to yield interest of 5.42 percent, and 1,658,770 on 107 city properties, to yield interest of 5.74 percent. The city loans were on 91 dwelling houses and 15 apartment houses, housing in all 427 separate families.

Total mortgage loans accepted by the company since Jan. 1, 1928, amount to $37,876,124.

Register Life Actuary Resigns

Harold Mizener, for the last eight years actuary for the Register Life of Davenport, has resigned, effective Jan. 1, to become affiliated with the Davenport agency of the Connecticut Mutual Life, of which E. N. Coleman is manager.

License Assessment Company

Royce H. Savage, assistant Oklahoma insurance commissioner, has licensed the Standard Life of Clinton, Okla. The company is to operate as a mutual assessment company. Officers are H. G. Boyd, president, and J. W. Boyd, secretary, both of Clinton.

MORIARITY URGES MEN TO SAVE THEIR MONEY

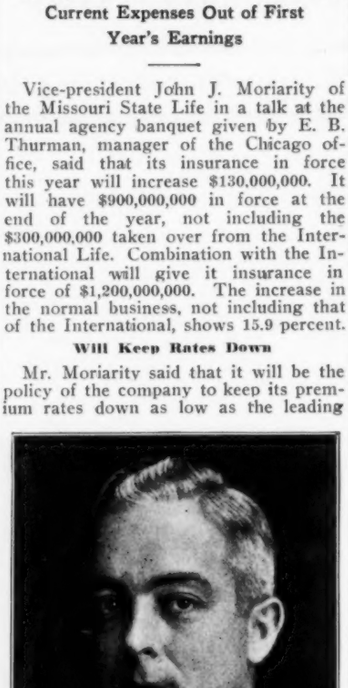
SHOULD INVEST RENEWALS

Life Agents, He Declared, Should Meet Current Expenses Out of First Year's Earnings

Vice-president John J. Moriarity of the Missouri State Life in a talk at the annual agency banquet given by E. B. Thurman, manager of the Chicago office, said that its insurance in force this year will increase $130,000,000. It will have $900,000,000 in force at the end of the year, not including the $300,000,000 taken over from the International Life. Combination with the International will give it insurance in force of $1,200,000,000. The increase in the normal business, not including that of the International, shows 15.9 percent.

Will Keep Rates Down

Mr. Moriarity said that it will be the policy of the company to keep its premium rates down as low as the leading



J. J. MORIARITY

companies. He said that of the business in force, 10 percent is on the participating plan. The group insurance in force is $280,000,000 and is constantly growing. He said the accident department shows an increase in paid premiums. Its loss experience is better than that of last year. Many of the group life policies are now carrying accident and health insurance.

Wants Agents to Make Money

Mr. Moriarity said that the Missouri State Life desires its agents to make money and he declared they should be taught to save it. He called attention to the excellent habit of weekly, consecutive production. He urged the agents to get themselves on a basis where their running expenses could be met out of their first year's earnings so that their renewals could be invested. He declared that a live, industrious agent can make money in life insurance. He should not only make money but he should conserve it. Both a company and an agent, he declared, must follow sound, progressive methods.

Mr. Thurman presided at the banquet, which marked the end of a contest where two divisions of agents in the office were pitted against one another. He now has 75 regular agents and has made a conspicuous success of the agency. He is a natural leader of men.

Other speakers were Byron C. Howes, associate manager of the Union Central in Chicago and president of the Chicago Life Underwriters Association; F. F. Loomis of the Chicago "American" and C. M. Cartwright of the NATIONAL UNDERWRITER.

INFLUENZA CLAIMS ARE NOW NUMEROUS

COMPANIES FEEL EFFECTS

Epidemic of Respiratory System Diseases Is Clogging the Loss Departments These Days

Companies writing health insurance are now being deluged with claims from influenza and other respiratory diseases. This year the great procession of claims of this character started earlier than usual. Companies look to January, February and March as the big claim producing months so far as respiratory diseases are concerned. March probably carries the peak load. At that time the disease is more virulent and where there are epidemics or endemics the results are more apparent during March.

There was one peculiar feature this year. The respiratory diseases continued up to June. Many companies found April and May very bad months. Therefore, the winter of 1928 was a bad one for the health companies. The claims paid so far this year are comparatively small on the average. People have not been laid up for any great length of time. For the most part assureds who have caught cold have stayed home and waited until the disease ran its course.

Claim departments are overworked by the additional records that have to be made. In a large number of cases branch offices and general agencies settle these smaller claims. This relieves the general office therefore of considerable work. If companies had a one week waiting period many of these claims would be eliminated.

MINOR INTEREST SOLD TO INVESTMENT CONCERN

The sale of a minority interest of stock in the National Life & Accident to the American National Company of Nashville is announced. Associated with the Nashville firm in the deal was Dillon, Read & Co. of Chicago.

It is understood that the number of shares sold is approximately one-fourth of the outstanding stock, which would be 6,250 shares, and that the consideration was in excess of $5,000,000. There has been a marked activity in the stock during the past week since the major details had been agreed upon by the two companies.

The company has a capital of $2,500,000, and, according to its last published statement, a surplus of $1,369,860. The stock is divided into 25,000 shares with a par value of $100 per share. The stock has been selling at $850 per share, and, since the deal, has gone to $880 per share, it is announced.

The American National Company bought the stock purely for distribution on an investment basis, and no change of control, management or directorship or policies is involved, nor is any such change contemplated, officials of the insurance company announced.

American Central's Contest

The American Central Life of Indianapolis carried on a contest among the young women at its home office, to write essays on the subject: "Business Women and Their Needs for Life Insurance." There were 28 entries in the contest. Claris Adams, secretary of the American Life Convention, acted as judge. Miss Marian M. Price received first prize and was given $20. Miss Olive Faulkner was second getting $15. Miss Mary E. Allen was third, receiving $10 and Miss Mary G. Cowger was fourth, being given $5. In addition to these the company gave $1 for each essay submitted.

REPORT ALBERT CONWAY TO BE BEHA'S SUCCESSOR

HE IS BROOKLYN ATTORNEY

Is Prominent in Democratic Political Circles — Has Served as Educator

NEW YORK, Dec. 27.—The "Journal of Commerce" prints the unqualified statement that Albert Conway of Brooklyn will succeed Superintendent Beha. Mr. Conway was the nominee for attorney-general of New York on the Democratic ticket last November. At one time he was assistant district attorney of Kings county and is now prominent in the Tammany organization, working with John H. McCooey. He is of the law firm of Richards, Smyth & Company, Brooklyn. He has been a member of the Kings county bar for almost 20 years and is now chairman of the law committee of the Kings county Democratic organization. He was born in Brooklyn and is 39 years old. He attended St. Johns College and was graduated from Fordham University in 1910. For two years he was professor of equity in the Brooklyn Law School. He is a trustee of the Brooklyn Bar Association.

LINCOLN NATIONAL CLUBS' MEMBERSHIP INCREASING

The memberships in the Lincoln National Life's clubs are growing rapidly as the end of the year approaches. The "Emancipator Club," the highest honor yearly organization, already has 12 members and six more conditional for the year up to the end of the month of November.

The "Circuit Riders," the next highest club in line, has 38 members with 21 more conditional, while the "Railsplitters" has 69 members with 40 more conditional. By the end of the year these conditional members should have made the rest of their quota and be enrolled as fullfledged while a goodly number more should have made their entrance.

The Lincoln National has recently sent the first issue of a new weekly bulletin to its field men. It is called the "Monday Morning Message," and each issue will contain the discussion of some point of the business of selling insurance that will be of value to the agents. The messages will be educational as well as inspirational. They are mailed so as to reach the men in the field every Monday morning.

Bankers of Iowa Conducts Schools

During the closing days of December, 1928, and the first of January, 1929, the Bankers Life of Iowa will hold four two-day regional schools for instruction for salesmen of the company who wrote and paid for not less than $100,000 during the year ending Dec. 15, 1928.

President Gerard S. Nollen, assisted by other officers of the company, will preside over and conduct the schools. The men from the home office who will be in attendance at one or all of the schools are: Gerard S. Nollen; W. W. Jaeger, vice-president and director of agencies; O. B. Jackman, superintendent of agencies; Actuary E. McConney, Medical Director Dr. Ross Huston, Advertising Manager, J. H. Carroll, and Assistant Advertising Manager J. M. Grimes, Jr.

The schools will be held at the following cities on these dates: Milwaukee, Dec. 28-29; French Lick, Ind., Dec. 31-Jan. 1; Kansas City, January 3-4; San Diego, January 8-9.

Great West Life Meeting

The managers' meeting of the Great West Life of Winnipeg will be held at Ottawa, Can., Jan. 7-9.

LIFE INSURANCE SALES GAIN DURING NOVEMBER

RESEARCH BUREAU REPORTS

Increase of 5 Percent Made for First 11 Months—Nevada Leads All States

HARTFORD, CONN., Dec. 27.—The regular monthly survey of sales of ordinary life insurance has just been issued by the Life Insurance Sales Research Bureau. The November sales total $722,499,000, which is a 9 percent increase over the volume sold in November, 1927. This increase is shared by 59 percent of the contributing companies and is distributed fairly generally throughout the country. For the 11 months of the year sales show a 5 percent increase over the same months in 1927. The production for the 12-month period just ended represents a gain of 4 percent over the production in the preceding 12 months.

November Production Records

The New England states showed a 16 percent increase in sales over November, 1927. Vermont led with a 35 percent gain, with Connecticut following closely with a 31 percent gain.

The middle Atlantic states led the country for monthly sales, recording an increase of 17 percent over November, 1927. This increase is shared by all states, New Jersey leading with a 29 percent gain.

The monthly sales of ordinary life insurance in the east north central section showed an 11 percent increase over November, 1927. Ohio led this section with a monthly gain of 17 percent.

Show Slight Loss

The west north central states showed a 6 percent loss in November production as compared to November, 1927. For the eleven months sales showed a 4 percent increase over the same months in 1927.

The November production of life insurance in the south Atlantic states shows a 4 percent loss over the volume sold in November, 1927. Delaware leads this section with a monthly gain of 7 percent.

The monthly volume sold by the east south central section is slightly below the production in November, 1927. The year-to-date sales, however, show a 5 percent increase over the same months in 1927, Mississippi leading with a 15 percent gain.

The west south central states show a 5 percent gain over sales in November, 1927. Louisiana leads this section with a monthly increase of 17 percent.

The mountain states show a monthly gain of 4 percent over November, 1927. Nevada records a 61 percent monthly increase and leads all states in the country.

The Pacific states show a monthly gain of 7 percent over November, 1927. Oregon leads with a monthly gain of 11 percent.

Plays Santa Claus by Radio

The National Fidelity Life played Santa Claus to more than 2,500 children in Kansas City the week before Christmas when it sponsored a special radio program each evening and had Santa himself there to talk to the children and answer their letters and telephone calls. Jack Neil, agency supervisor of the National Fidelity, acted as announcer. The company kept eight phones in readiness to receive the calls during the hour of the program, and after the first two nights had to divide the phones, with four at the company office and four at the studio because the number of calls coming into the studio was congesting the exchanges in that section of the city so that they could not handle them.

NEW DEPARTMENT HEAD IS NAMED IN NEBRASKA

ANDERSON SUCCEEDS DUMONT

Is Made Insurance Commissioner of State—Widely Experienced in Banking

LINCOLN, NEB., Dec. 26.—Charles B. Anderson of Lincoln has been named as insurance commissioner of Nebraska and will have the added duties of passing upon applications for permission to sell stock in corporations, the blue sky department being consolidated with the insurance bureau. He succeeds J. R. Dumont, who has served four years.

Mr. Anderson was formerly a banker, and at once time was connected with the agency division of the Bankers Life of Nebraska. He had retired from active business, but had done some work for the banking department in looking after failed banks that it operated as going concerns and as receiver for the First National Bank of University Place.

LIFE INSURANCE TRUST BRINGS NEW PROBLEMS

PHILADELPHIA, Dec. 27.—The growth of the life insurance trust has developed a number of important questions that will have to be answered in the future by judicial construction, Frank G. Sayre, vice-president of the Pennsylvania Company for Insurance on Lives and Granting Annuities, declared in his address before the mid-winter conference of the trust company section of the Pennsylvania Bankers Association.

"The importance of the growth of insurance trusts is not to be underestimated," he said. "It is one of the big developments of the trust business of the day and deserves our closest attention and study. It was devised primarily for the protection of insurance funds in the hands of competent trustees in the same manner as estates have been and are now protected. It has caught the interest of the public, the trust companies and the insurance fraternity, and it benefits all three. It benefits the agent by giving an additional sales argument, a new approach, and a consequent increase in business. It is a new angle of insurance selling, in that the agent is rendering service in the conservation of funds and the adjustment of estate problems as well as merely selling insurance. It benefits the trust companies by the increased business and new contracts, and principally it benefits the public and posterity by the preservation of funds that might be dissipated.

"We must keep pace with the advance. The insurance fraternity when interested in a subject is a rapid stepping body and we must go along at as rapid a pace as they set in order for each of us to get our fair share."

CONNECTICUT MUTUAL BREAKS DAY'S RECORD

PUBLISH INTERESTING CHARTS

Takes Company One Year and Five Months to Write $100,000,000 Insurance

All previous records achieved during its long history of over 82 years were broken on Dec. 18 by the Connecticut Mutual Life when it issued $1,232,900 of new business. This compares with the best previous day's record of $1,188,230, achieved on Nov. 15 of this year.

The rapid rate of growth of this company is further indicated by an interesting chart recently published which indicates the periods required to build up each additional $100,000,000 of insurance in force.

Increase Shows Progress

Approximately 60 years were required for the Connecticut Mutual to gain its first $200,000,000 of insurance in force.

The present rapid rate at which the company is progressing is indicated by the fact that the increase from $700,000,000 to $800,000,000 insurance in force was achieved in the remarkably short time of one year and five months, this period ending Oct. 24, 1928.

TRUST COMPANY ISSUES BOOKLET ON INSURANCE

Leo S. Chandler, president of the California Trust Company, the head office of which is in Los Angeles, is the author of a valuable booklet entitled "Why Men Buy Life Insurance." The bank is distributing it to its clients and to insurance men, for the inspiration and education of both. The booklet analyzes the motives behind the purchase of insurance. In it the agent will find information on the failure of plans because of inadequate insurance, information that should result in any agent reader's trying to place larger lines. "So Much Insurance Doesn't Insure" is one of the chapter headings that is significant. Others are: "The Insurance That Fails Us in Old Age," "Try Living with Your Life Insurance" and "If I Were Starting Again to Build an Insurance Program." The work deals briefly with business and estate insurance and, of course, with the insurance trust.

COMPETITIVE FIELD IS NOW MORE ACUTE

SEE MORE STRIFE IN SELLING

Some Companies Go to Excess in Effort to Get More Business on Their Books

Life insurance companies say that they find competitive conditions much more acute now than they have in years gone by. A number of companies have shifted their energies pretty largely to city business. The farm sections are still rather dormant. Companies that have been known as strictly agricultural companies find that better results can be gotten for the same effort and money in the towns and cities. This has accentuated competition therefore at these points. Agency men find that there is a sharp bidding for men especially where it is felt that good producers can be secured. Bonuses are being offered for added production.

Danger in Excess Commissions

One company president in commenting on the situation the other day said that he felt that one of the most dangerous tendencies of the times was the payment of more commission than the business was worth. Companies are out strong for business and are putting forth some very attractive contracts. He believes that these large commissions are encouraging high pressure methods and rebating.

An agency manager said the other day that he had noticed several cases during the year where policyholders in his company had paid their premiums promptly, had not borrowed on the policies and everything so far as outside appearances were concerned seemed satisfactory. Yet these policyholders cashed in their policies. When cases were run down it was found that they were influenced to do this by agents of larger companies. This agency leader wonders whether the saturation point has been reached and whether now agents feel inclined to go after one another's business instead of creating merely new business. He seems to think that there is a tendency for some agents at least to try to upset policies in force in order to create business for themselves.

Fights for National Life Control

A. H. Beaton, Toronto attorney, is making a fight to keep control of the National Life of Canada, of which he is president. He has 1,100 shares in his own right and the voting power of 3,078 other shares. There is a contest over the shares held by the late Elias Rogers, Mr. Beaton's father-in-law. Judge Orde has decided against Mr. Beaton in the control of this stock. The other heirs desire to sell it. Mr. Beaton is opposing this.

New Director of Crown Life

Grant Hall, vice-president of the Canadian Pacific Railway, has been elected a director of the Crown Life of Toronto.

OFFICIAL LINEUP OF THE SECURITY LIFE



O. W. JOHNSON S. W. GOSS J. C. SEITZ

In the historical part of this issue, Part II, in showing the "Three Musketeers" of the Security Life of Chicago, President O. W. Johnson, Vice-President S. W. Goss and Secretary J. Charles Seitz, cut lines on the pictures of Mr. Goss and Mr. Seitz are transposed. In the historical section Mr. Seitz appears as Mr. Johnson and Mr. Johnson as Mr. Seitz. Fortunately both are very fine looking and highly esteemed men. There is no disgrace in Mr. Seitz being taken for Mr. Johnson or Mr. Johnson for Mr. Seitz. However, in the interest of historical accuracy, the names should be properly changed under the cuts, as shown herewith.

IT IS NOT EASY

To apologize.
To begin over.
To admit error.
To be unselfish.
To take advice.
To be charitable.
To be considerate.
To endure success.
To keep on trying.
To avoid mistakes.
To forgive and forget.
To keep out of the rut.
To make the most of a little.
To maintain a high standard.
To recognize the silver lining.
To shoulder a deserved blame.
BUT IT ALWAYS PAYS.

(No. 2 of a Series)

Will You Take My Note?

THIS QUERY FROM A PROSPECT BRINGS A PANG OF REGRET TO THE HEART OF THE POOR CHAP WHO MUST MAKE HIS LIVING OUT OF HIS LIFE INSURANCE BUSINESS. FREQUENTLY HE CAN'T HANDLE A NOTE! THEN THE PROSPECT MUST LOSE THE PROTECTION AND THE SALESMAN MUST LOSE THE COMMISSION, ALL BECAUSE THERE IS NO SAFE WAY TO PAY THAT NET!

American Central Representatives Enjoy A Unique Service --The Agents' Fund--

THIS SERVICE PERMITS THEM TO PLACE ALL THE GOOD INSURANCE THAT THEY CAN WRITE WITHOUT FEAR OR WORRY. IT YIELDS COVERAGE FOR CLIENT AND READY MONEY TO AGENT.

(Just one of the many reasons why American Central representatives are happy and successful.)



REPEAT BUSINESS DOES NOT AFFECT MORTALITY, ACCORDING TO ACTUARIES

THERE has been some discussion of the prudence of the practice of urging agents to resell old policyholders. Recently THE NATIONAL UNDERWRITER published the opinions of a number of actuaries who all agreed that the practice of writing repeat business was not detrimental to mortality ratios.

M. Albert Linton, vice-president of the Provident Mutual Life, has commented on the subject as follows:

"I am interested to know that a belief has been expressed that an agent might spend too much time on old policyholders. Within limits, I think this position is sound. Every agent needs to be adding new blood to his clientele as in that way his volume of prospects tends to increase in a more healthy manner.

Many Write Substantial Volume

"On the other hand most policyholders of middle age or younger have increasing need for life insurance and it it is only logical that a man who has rendered good service with reference to the first part of an insurance program, should follow it through to the end. Many of the old established companies are writing a very substantial volume of new business on old policyholders. For the last five years, the Provident Mutual has ranged from 43 percent to 47 percent.

No Fear of Effect

"I do not fear the effect upon our company's mortality if a substantial part of its new business is written on old policyholders. Both the Provident Mutual and the Northwestern have added substantial percentages of business on old policyholders, and yet their mortality experience is exceedingly favorable. I see no reason for example why an old policyholder, who passes a satisfactory medical examination, should be any less desirable from a mortality standpoint than a new policyholder of the same age who passes a similar type of examination. Of course, all companies are alike in experiencing a higher mortality savings on the basis of the American experience table, at the younger ages than at the older ages. However, if mortality savings are correctly apportioned in the dividend distribution, justice will be done to the individual age groups."

Thompson Comments

John S. Thompson, vice-president and mathematician of the Mutual Benefit Life, in giving his opinion on the subject, said: "I am unable to follow the argument that the issuance of an undue amount of insurance to old policyholders is likely to result in higher mortality. It seems to me that this would only be the case if the issuing company were inclined to issue more insurance to an old policyholder because he was an old policyholder than it would issue to another applicant who was applying to the company for insurance for the first time. I doubt whether this is the case. There may, however, be other objections to the over cultivation of old policyholders. The chief one, I think, is that if this plan of solicitation is recognized or urged by the home office, some disturbance of old business may result, old policies may be terminated in order that new policies may be issued, etc.

No Study Made

"We have made no study as to the mortality experienced on business written on applicants who had become policyholders of the company at some previous time. We have no way of determining what is a natural or proper amount of business to be written each year on old policyholders, but we are able to state that about half of our new business is so written."

CHANGES BY DETROIT LIFE

Reduction in Premium Rates Is Announced—Benefits Under Juvenile Policies Are Modernized

The Detroit Life on Jan. 1 will issue a new rate book and an entirely new line of policies. A substantial reduction in premium rates has been made on all policies except the preferred risk contracts and the 10-year endowment policy. The surrender values on many policies, notably the 20-year endowment, have been materially increased. Benefits under the juvenile policies have been modernized.

No restrictions are contained in the new policy forms. The war clause is eliminated entirely. The policy is incontestible after one year. The suicide clause runs for one year and the provision for deferred payment of the cash value in times of financial depression is eliminated. The rates for adult ages are graded from age 16 upwards, while on the juvenile forms rates are given for every age from zero (i. e., under six months) to age 15 inclusive.

The death benefit payable during the first policy year under a policy issued to a child under six months of age is $100 per thousand of ultimate amount. For the second year it is $200 and each year thereafter it increases $200 until the ultimate amount is reached beginning with the sixth year. For age at entry one the benefit the first year is $200, at age two $400, at age three $600, at age four $800, at age five and older ages it is $1,000. Beneficiary insurance providing for waiver of future premiums in event of the death or total disability of the original beneficiary may be added to the regular juvenile insurance.

The extra charge on semi-annual and quarterly premiums is one-half the previous charge.

The following new policy forms have been adopted for adults: Endowments at ages 55, 60 and 65. These may be written on either the continuous payment or the twenty payment plans. The annuity endowment at age 65 has been retained but the rates have been greatly reduced.

For children from one day old to four years, an endowment at age 45 is provided; children from five to nine years old may be written on endowments maturing at age 50. For ages ten to fifteen the endowment at age 55 is available. Any one of these three plans may be written with premiums payable continuously until maturity or limited to twenty years. The educational endowment at age 17 will provide an ultimate death benefit of $1,000 rather than $950 as heretofore.

Disability Benefits

The waiver of premium benefits may be issued to applicants 16 years of age or older.

An entirely new income disability clause to be known as Disability H has been adopted. The benefit thereunder is a monthly income of $10 per thousand payable for life under all policies including all endowments. Under policies maturing at age 65 the coverage runs to age 65 but on all other forms it ceases at age 60. Under the new disability clause, benefits begin to accrue immediately if the insured is unquestionably totally disabled for life. When there is any doubt as to the permanency of the disability, the condition is presumed to be permanent after 90 days at the end of which time benefits begin to accrue.

Policies Discontinued

After Dec. 31 the company will not issue any participating policies. The premium endowment option policy has also been withdrawn. With the new twenty payment endowments maturing at ages 55, 60 and 65 the need for the P. E. O. policy disappears. The demand for the yearly renewable term policy has not been sufficient to warrant the continuance of this policy and it has accordingly been discontinued.

CHANGING STYLES IN INSURANCE

As times change so do styles and needs—even in such matters as insurance.

Fidelity has always been abreast of the times.

It was Fidelity that, sensing the changing times, added permanent total disability coverage to life insurance protection.

It was Fidelity that foresaw the need of adding self interest to the motives prompting action on the part of the insured—and "Income for Life" to the insured was originated.

It was Fidelity that originated the Double Death and Double Disability features in response to the demand of changing times.

And now Fidelity has met the call for low rate insurance by three new low rate policies—

The New Low Rate Life Policy
The New Low Rate 5-Year Term Policy
The New Low Rate 10-Year Term Policy

Fidelity is abreast of the times.

Agency connections available in forty states.

The Fidelity Mutual Life Insurance Company
PHILADELPHIA

Walter LeMar Talbot, President

A Policy You Can Sell!

Our Company offers complete protection.

$5,000
ALL IN ONE POLICY

Any natural death ..... *$ 5,000*
Any accidental death *10,000*
Certain accidental deaths *15,000*
Accident Benefits $50 per WEEK for fifty-two weeks
$25 per WEEK thereafter (non-cancellable)
Disability Income, Waiver of Premiums, etc.

Also $5,000 "Preferred Risk" Policy—high value—low premiums; age 35, $19.91 per $1,000. Endowment Age 85—Juveniles age 10 years and upward — Monthly Income — Non-medical.

Insures and assures your client's future and yours.

Are you interested in an agency? Our Vice-President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

UNITED LIFE
AND ACCIDENT INSURANCE COMPANY
Concord ***New Hampshire***

Inquire!

THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Arthur E. Childs, President

LIFE, ACCIDENT, and HEALTH INSURANCE

We stand first in amount of insurance in force and volume of assets of all the full level net premium reserve companies organized since January 1, 1902.

The COLUMBIAN NATIONAL is a good company to represent. A few agency opportunities are open.

Communicate with the Agency Department
77 Franklin Street, Boston, Mass.

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS
431 S. Dearborn St. **Chicago**

POSE BARRY DIETZ, President — WM. J. ALEXANDER, Secretary

Successor to

GLOBE MUTUAL LIFE INSURANCE CO.
Incorporated 1895

T. F. BARRY, Founder

NYLIC INCENTIVES *and* AIDS TO SUCCESS

Nylic Friends

¶ National advertising grows because retail merchants have learned that it is much easier to sell goods that are well known to the public.

¶ Nylic Agents do not find it necessary to "introduce" their Company, which now has Two Million Policyholders insured for nearly 7 Billion Dollars.

¶ Since organization, Nylic has paid to living Policyholders and to beneficiaries over 2 Billion 600 Million Dollars. It is now distributing over 50 Millions a year in Dividends.

¶ Through 84 years of investing, New York Life has been of incalculable service to the nation, to business and to individuals. Today its assets of over 1 Billion 400 Million Dollars are largely used to finance public works, railroads, public utilities, business buildings, homes and farms.

So, wherever the Nylic agent goes, he finds Nylic friends—policyholders, beneficiaries and borrowers — who are grateful to the Company for its service to them.



New Home Office Building on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY
MADISON SQUARE, NEW YORK
DARWIN P. KINGSLEY, *President*

DRAFT AMENDMENTS TO FRATERNAL CODE

(CONTINUED FROM PAGE 3)

abolish many of the things that societies consider peculiarly fraternal features, such as representative government, the open contract, the lodge system, the convention form of elections and law-making and the relief of members through the local bodies. The amendments approved are:

Section 1. (Fraternal benefit societies defined). Any corporation, society, order or voluntary association, without capital stock, organized and carried on solely for the mutual benefit of its members and their beneficiaries, and not for profit, and having a lodge system and representative form of government, or which limits its membership to a secret fraternity having a lodge system and representative form of government, and which shall make provision for the payment of benefits in accordance with Section 5 hereof is hereby declared to be a fraternal benefit society.

Lodge System Defined

Section 2. (Lodge system defined.) Any society having a supreme governing or legislative body and subordinate lodges or branches by whatever name known, into which members shall be admitted, in accordance with its constitution, laws, ritual, rules and regulations, and which shall be required by the laws of such society to hold periodical meetings, shall be deemed to be operating on the lodge system.

Section 3. (Representative form of government defined.) Any society shall be deemed to have a representative form of government when it shall provide in its constitution and laws for a supreme legislative or governing body, composed of representatives elected either by the members or by delegates elected directly or indirectly by the members, together with such other members as may be prescribed by its constitution and laws provided, that the elective members shall constitute a majority in number and not less than the number of votes required to amend its constitution and laws; and provided, further, that the meetings of the supreme or governing body, and the election of officers, representatives or delegates shall be held as often as once in four calendar years. No members under age sixteen shall have voice or vote in the management of the society. No member, officer, representative or delegate shall vote by proxy.

May Enter Into Contracts

Section 5. Subsection 2. Any society may also enter into contracts in such other forms and granting such benefits as its laws may authorize when it shall provide for the accumulation and maintenance of assets required for the payment of such benefits when valued upon an interest basis not exceeding 4 percent per annum and mortality standards adopted by it within the limitations provided in the statutes relating to fraternal benefit societies, or at the option of the society in the statutes relating to life insurance companies.

Section 6. (Beneficiaries). Benefits may be paid to the member or to his estate or to any person or corporation or for such purpose as may be set forth in the laws of the society. Each member shall have the right to designate his beneficiary or beneficiaries and from time to time have the same changed in accordance with the laws, rules or regulations of the society, and no beneficiary shall have or obtain any vested interest in the said benefit until the same has become due and payable in conformity with the provisions of the contract of membership.

Section 7. (Qualifications for Membership.) Any society may admit to beneficial membership any person who has been examined by a legally qualified physician and whose examination has been supervised and approved in accordance with the laws of the society or in lieu of a medical examination persons may be admitted to beneficial membership upon such showing of eligibility as the laws of the society may provide: provided, that upon contracts so entered into such additional reserves shall be set up as the superintendent of insurance requires, if any, of all societies and companies writing life insurance without medical examination. Nothing herein contained shall prevent such society from accepting general or social members.

LIFE INSURANCE ACTIVITIES OF 1928 SHOWN IN REVIEW

(CONTINUED FROM PAGE 3)

(Aug. 10—page 3.)

Frank H. Davis, who resigned as Equitable vice-president, goes with Penn Mutual. (Aug. 20—page 3.) (Aug. 17—page 6.)

Degrees of C. L. U. given to 21 men. (Aug. 10—page 4.)

Shortage of several millions found in International Life. (Aug. 10—pages 3 and 5.) (Aug. 17—pages 3, 5 and 16.)

Dr. John A. Stevenson resigns as Equitable vice-president to join Penn Mutual. (Aug. 24—page 3.)

Missouri State Life to reinsure International Life. (Aug. 24—pages 3 and 8.) (Aug. 31—page 6.) (Sept. 7—page 5.)

September

Commissioner Monk of Massachusetts resigns over automobile rating trouble. (Sept. 7—page 3.)

Borden and Klingman made vice-presidents of Equitable. (Sept. 7—page 5.)

Charles Dobbs, editor of "Insurance Field," dies. (Sept. 7—page 11.)

Paul Clark elected president of National Association of Life Underwriters at annual convention. (Sept. 12-14—three special issues.)

Aetna Life adopts regional agency plan. (Sept. 21—page 3.)

Everett M. Ensign resigns as assistant manager of National Association. (Sept. 28—page 3.)

Commissioner Wells resigns as Minnesota commissioner to go with Northwestern National Life. (Sept. 28—page 3.)

Commissioner Luning of Florida dies. (Sept. 28—page 6.)

Acceptance of aviation hazard shown in list of life companies and their practice. (Sept. 28—page 9.)

October

Commissioner Detrick of California heads National Convention. (Oct. 5—page 5.)

Lincoln National Life to buy Merchants Life. (Oct. 12—page 3.)

Clarence L. Ayres heads American Life Convention. (Oct. 12—special issue.)

Prudential issues new modified life form without net cost increase. (Oct. 12—page 26.)

Important rebate case won by agents in New York. (Oct. 26—page 3.)

Herman A. Behrens heads Continental Assurance. (Oct. 26—page 5.)

November

Sykes heads Life Agency Officers Association and Fulton the Research Bureau. (Nov. 2—pages 3 and 5.)

Six new agency superintendents named by Equitable. (Nov. 2—page 6.)

Superintendent Beha resigns New York post to join Germanic group. (Nov. 16—page 3.)

A. O. Swink heads Atlantic Life. (Nov. 6—page 3.)

Big new medico-actuarial investigation launched by Actuarial Society. (Nov. 16—page 5.)

New York Life moves into new Madison Square home. (Nov. 23—page 3.)

Comprehensive analysis of the disability clause made by E. B. Morris. (Nov. 30—page 4.)

December

President Sage of Union Central Life dies. (Dec. 7—page 3.) (Dec. 14—page 6.)

President Duffield of the Prudential endorses proposed section 97 changes in New York. (Dec. 7—page 3.)

Metropolitan Life extends business to South America. (Dec. 7—page 3.)

George L. Williams and Jesse R. Clark, Jr., head Union Central. (Dec. 14—page 14.)

Chicago National Life buys Public Life. (Dec. 21—page 5.)

Association of Life Presidents meets in New York. (Dec. 14 and 21.)

Huge Chicago historical number of "The National Underwriter" issued. (Dec. 28—special section.)

Rodgers with Dallas Company

James F. Rodgers has been appointed vice-president and agency manager of the American Life of Dallas. The position has been created because of the increasing volume of business. Mr. Rodgers has been connected with the Texas general agency of the Kansas City Life for 18 years and has been a warm personal friend of President A. C. Bigger for a long time. He is also a personal friend of Agency Director Bryan of the American Life. The two men will be associated in the agency department. The American Life has set $10,000,000 new business for 1929.

MAC ARTHUR CONTROLS THE CENTRAL LIFE

(CONTINUED FROM PAGE 3)

several of the western suburbs. He maintains his residence at Libertyville, Ill., adjacent to which there has been a great deal of real estate activity recently, with the result that his holdings in that section are very valuable. With his practical experience in the field there is no question but that Mr. MacArthur will be able to build up and keep the agency plant of the Central Life. He understands and sympathizes with the problems of the field men and is undoubtedly equipped to develop the company in every direction.

The Central Life began business in 1927 with an authorized capital of $200,000. In 1912 the capital was increased from $200,000 to $300,000, and in 1925 it was again increased to $400,000. H. W. Johnson was the guiding factor in the company during its early days and served as president until his death in 1925, when he was succeeded by W. H. Hinebaugh, who, until his election to the presidency, had served as vice-president and general counsel. The Central Life was organized at Ottawa, Ill., and maintained its home office there until 1922, when it removed its headquarters to Chicago and erected its new home office building at the corner of Michigan Blvd. and Superior St. Virtually all of the officers have been with it since its inception.

As of Jan. 1 of this year the company shows assets of $8,211,958; net reserve of $6,591,260; capital and surplus of $902,225, and insurance in force of $58,269,539. New business of $11,002,462 was written last year.

AETNA LIFE TO REDUCE PAR; PLAN STOCK SPLIT

HARTFORD, Dec. 26.—The Aetna Life and affiliated companies have voted to ask for legislative action which would permit them to reduce the par value of their stock $10. The same action was requested for the Aetna Casualty & Surety and the Automobile.

This was the first action of this kind in Hartford. New England conservatism has been regarded as a possible handicap to such action, particularly as an existing general statute prevents such action without special legislative permission. The authority to change the par will be sought through the general assembly which convenes Jan. 9.

The request will specify a minimum par or $10. No confirmation or announcement has been made as to the amount of reduction contemplated of just when the action will take place if authorized by the legislature, but it is generally anticipated that the new par will be $10. This would mean a split-up of ten for one, as the present par is $100.

Immediately upon the announcement of this news the stocks of the three Aetna affiliated companies advanced sharply and this was also reflected in other Hartford insurance stocks for which similar action is contemplated in the future.

Capital Will Be Increased

The North American Life of Toronto will hold a special meeting this week to approve an increase in the guarantee fund or capital from $300,000 to $1,000,000. Shareholders will be given rights to purchase additional shares at $100 each. Paid-up shares are now selling at $125.

Wellenkamp With Illinois Life

The Illinois Life announces the appointment of D. J. Wellenkamp as director of public relations. Mr. Wellenkamp will handle the company's publicity and advertising. He was formerly on the editorial staff of the magazine of an international service club. He has had special preparation for this work in the Medill School of Journalism of Northwestern University.



This is the time of the year when the spirit which is so necessary to Life Insurance is most in evidence. It is a good time to sell National Life and Accident special Christmas policies.

TWENTY-EIGHTH ANNUAL FINANCIAL STATEMENT
YEAR ENDING—DECEMBER 31, 1927

ASSETS		LIABILITIES	
Bonds and Stocks Owned ..... Principally Government, State, County, and Municipal Bonds	$ 9,831,749.82	Legal Reserve, Life Insurance Policies.. American Experience 3½%, Standard and Sub-Standard 3½%	$10,973,342.00
Real Estate Loans, First Mortgage ... Loans based on 50% or less of property value	7,596,973.48	Legal Reserve, Disability Policies	202,030.37
		Contingent Reserve..	2,888,754.55
		Reserve for Epidemics	1,000,000.00
Cash in Banks and Offices ..... ($725,381.47 at interest)	896,361.55	Gross Premiums Paid in Advance	387,914.83
		Taxes Accrued, but not Due	331,905.36
Real Estate Owned.. Mainly Home Office Building	834,606.46	Due to Agents on Bonds, Deposits, etc. Mainly a Savings Fund	403,013.07
Loans on Bonds and Stocks	114,625.00	Policy Claims in Process of Payment and Adjustment ...	179,882.35
Net Unpaid and Deferred Premiums ..	457,975.03	All Other Items.....	41,770.42
Policy Loans	283,626.19	Liabilities Other Than Capital and Surplus	16,408,612.95
Interest Accrued and Unpaid	262,555.75	Capital and Surplus..	3,869,860.33
Total Assets	$20,278,473.28	Total Liabilities ..	$20,278,473.28

Total Claims Paid 28 Years Ending December 31, 1927.....$ 57,076,110.40
Total Life Insurance in force December 31, 1927..... 235,583,186.00



George Washington Life Insurance Company
CHARLESTON, WEST VIRGINIA
HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address
ERNEST C. MILAIR, Vice-President and Secretary

COLORADO—ILLINOIS—INDIANA—IOWA—KANSAS—KENTUCKY—MICHIGAN—MINNESOTA—MISSOURI—NEBRASKA—ARKANSAS—CALIFORNIA

"INDEPENDENCE FOR DEPENDENTS"

Request details for our remunerative contracts for

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You will benefit by our special attention now to these States

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O. W. JOHNSON, President 134 North La Salle Street, Chicago S. W. GOSS, Vice-President

OHIO—OREGON—PENNSYLVANIA—TENNESSEE—VIRGINIA—WASHINGTON—WEST VIRGINIA

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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Need for Independent Department

At the forthcoming meeting of the Illinois legislature attention should be given to a very necessary change in the present arrangement of the bureaus at whose heads are directors appointed by the governor. Governor Frank O. Lowden in the interest of economy and efficiency grouped a number of activities under one director. This was a wise step to take, especially with a number of departments that could well be under a single head where heretofore there had been separate superintendents. Unfortunately in this classification, insurance was grouped with a number of other activities. The director of trade and commerce is the superior officer in supervising insurance as well as seven or eight activities. The insurance department as a revenue producer and in its scope and service is one of the leading ones in the state house. Its revenue is second only to the office of secretary of state.

Sufficient time has now been given to the arrangement to ascertain whether the plan has been a success or not. It has resulted in the department being handicapped because the insurance people and the public at large have been in doubt many times whether the director of trade and commerce was assuming primary authority over the insurance department, or whether he had delegated almost full authority to the insurance superintendent. In some administrations the insurance superintendent is little more than a clerk, having no authority whatever to decide questions and having to refer even minor requisitions to the superior officer. At other times the insurance superintendent was the important factor, the director of trade and commerce merely taking perfunctory control.

The insurance department should be taken out of the hands of the director of trade and commerce and put under a director independent of all other bureaus. The insurance business needs a director or superintendent who appreciates its magnitude and far-reaching influence. Unfortunately the Illinois department has not taken rank as it did when a superintendent was entirely independent. In the community of states Illinois has lost caste. Insurance is so important that the legislature should appreciate the urgent demand and change an increasingly faulty arrangement. We should have the insurance department independent of all other entanglements. The insurance organizations of the state should start a movement to bring this greatly needed condition about.

Agents Should Save Money

In an address before the Chicago agents of the Missouri State Life, Vice-President John J. Moriarity of that company stressed the value of agents adopting a systematic method of conserving their own resources, Mr. Moriarity declared that there is good money to be made in the life insurance business, but he stated agents must form the habit of saving part of it. He said that an industrious, alert, active agent can get on a basis where his current expenses can be met out of his earnings on new production, thus leaving his renewals for investment. Mr. Moriarity believes in agents possessing substance and having some resources to fall back on in case of emergency.

In this connection it is interesting to note that Ben Shapiro, Oakland, Cal., manager of the Equitable Life of New York, requires every agent to possess a minimum amount in the way of securities, he taking the position that when a salesman goes out to solicit he has more respect for himself because he owns something. He then can talk to any monied man on a basis of equality.

Getting Procrastinators Into the Hall

At the meeting of the Association of Life Agency Officers in Chicago there was some difficulty in getting those remaining in the lobby outside to come into the hall. This is frequently a problem with a great number of meetings. A few faithful ones will appear on time but many will remain outside and filter in later. The stenotype operator suggested that those present gather together in front of the speaker's platform and begin applauding and laughing. This was followed and the crowd poured in immediately. This is an excellent expedient for presiding officers to remember. It will always work.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

President **Jesse R. Clark, Jr.**, the new head of the Union Central Life of Cincinnati, left last week with his family for a ten-days' trip to Nassau for a rest before taking up his presidential duties. Those who know Mr. Clark intimately predict that he will prove a worthy successor to the lamented John D. Sage. He has lived for years across the street from Mr. Sage and the two were naturally very intimate. Mr. Clark has an interesting family, Mrs. Clark being a granddaughter of Murat Halstead, the famous Cincinnati author and editor. The Clarks have three children, two girls, Jean Davidson and Caroline, and a boy, Jesse R. Clark, 3rd.

—

Honoring **H. E. Byron**, superintendent of the printing department of the Northern Life of Seattle for the past ten years, who died there after a week's illness, the entire home office force of the company was excused from work to attend the funeral.

—

Dr. C. E. Schilling, medical director of the Ohio State Life, mailed to his friends a Christmas card of rather unique character. The greeting is in the form of a folder. On one page is an open album in which are reproduced the photographs of Dr. Schilling and Mrs. Schilling when they were a year or so old. The album is surrounded by Christmas trees and toys, with Santa Claus in the midst. On the opposite page is this greeting: "We hope Christmas brings you as much happiness as it did us when we were the age indicated in these pictures."

—

Ernest J. Clark, former president of the National Association of Life Underwriters, has been chosen president of the Baltimore criminal justice commission.

Mr. Clark, who is one of the best known insurance men in Baltimore, was chairman of the committee which investigated bail bonds, and has been active in the work of the commission for the past few years.

—

Henry F. Tyrrell, legislative counsel for the Northwestern Mutual Life, sent out a unique Christmas greeting to his friends, in the form of a legislative joint resolution, resolving that "the Spirits, the Fates concurring, That each and every friend of the aforesaid Henry F. Tyrrell, whoever the same may be and wherever situate, be and the same is hereby designated the especial beneficiary of every good and perfect blessing of this merry Christmas-tide and of an abundance of good health, happiness and prosperity in the New Year to come."

It is signed by Santa Claus, president of the Spirits; Kris Kringle, chief clerk of the Spirits; John Q. Lot, speaker of the Fates, and George W. Luck, chief clerk of the Fates.

—

Walter E. Rigg, who has been appointed manager for the Mutual Life of New York at Omaha, was the guest of Gifford T. Vermillion and all of the agents in the Wisconsin and upper Michigan field at a dinner given by Mr. Vermillion in Milwaukee. Mr. Rigg was presented with a sterling silver dinner service by his associates in that field, and with a watch by Mr. Vermillion.

During the day, preceding the party, Mr. Vermillion held a meeting of his district managers throughout the field, and plans were laid for 1929 business.

—

Clarence H. DeLong, president of the Illinois Association of Life Underwriters and manager for the Peoria Life at Champaign, believes that personal contact is as essential in organization work as in agency building. When he was elected president of the state association he announced his determination to visit each member city at least once. He will soon have accomplished it. More than 1,000 life insurance men are represented in the organization.

Mr. DeLong is an exponent of systematically planning his time. Although interested in many activities he has built up a successful agency and finds time to write an occasional article for publication.

—

Boyd M. Ogelsby of Ogelsby & Landon, general agents of the Provident Mutual Life, was honored at a testimonial dinner in Harrisburg, Pa., last week, prior to his departure from that city to take over the management of Ogelsby & Landon's new Pittsburgh agency for the Provident Mutual. Former business associates of Mr. Ogelsby presented him with a silver cigarette case at the dinner.

—

William A. Carter, general agent at Salt Lake City, Utah, for the Penn Mutual Life and a former president of the Utah Life Underwriters Association, has been elected president of the Kiwanis Club at Salt Lake City for the coming year.

—

D. J. Cravens, general agent for the Kansas City Life, has been elected president of the Kiwanis Club of Lincoln, Neb. Mr. Cravens was recently chosen as potentate of the Shriners.

—

Charles F. Fraleigh, vice-president of the United States Life, retires as of Dec. 31 at the age of 81. He began with this old company as a clerk, became secretary 53 years ago and vice-president in 1898. Mr. Fraleigh for many years has spent his summers in the Thousand Islands, where his chief study was how to snare black bass and pickerel. Now that he has full leisure his former avocation will no doubt become his vocation.

—

Gerard S. Nollen, president of the Bankers Life of Des Moines, has been nominated for the community award for 1928. In making the nomination, Vernon L. Clark, vice-president of Penrod, Jurden & Clark Company, said: "I know of no one whose work in the community has been so consistent and so outstanding, and who has accomplished it all in a very modest manner, with no thought of seeking any benefits or publicity for himself."

—

By the will of the late President **John D. Sage** of the Union Central, which was executed May 1, 1915, his entire estate is left to his widow, Carmen D. Sage. For administrative purposes the estate is estimated at $200,000 in personality and $30,000 in real estate. Mr. Sage carried something over $100,000 in life insurance.

—

Arthur J. Reeves of St. Paul, for 25 years general agent in Minnesota for the New England Mutual Life, died last week. He was 68 years old. Mr. Reeves was vice-president of the Twin Cities National Bank.

Mr. Reeves completed his 25 years in the service in 1927. To meet the needs of the growing business, at Mr. Reeves' suggestion the state was divided Dec. 1, 1926. He retained the southern part, with headquarters in St. Paul. On that date a partnership was formed with his only son, Oswin A. Reeves, then aged 34, who had been associated with his father as manager of the Minneapolis office. The northern portion of the state was made into a new general agency, with headquarters at Minneapolis, Richard H. Coombs being placed in charge.

—

G. E. Harsh, Indianapolis general agent, has been elected eminent commander of the De Molay Commandery No. 62, Knights Templar, at Indianapolis.

"If you don't believe in yourself, you've lost before you've fought."

CLOSELY SUPERVISING THE COMPANY'S PROGRESS

Active direction by a compact body of men of large affairs is one of the excellent features of Northwestern National Life's Management. Of special importance is the fact that the Board, through its executive and finance committee of six members which meets each week, makes all the Company's investments and closely supervises its progress.



F. A. Chamberlain

Chairman of Executive Committee, First National Bank of Minneapolis, which, with its affiliated banks, has resources of $150,000,000. A director of NWNL and a member of executive and finance committees since 1905.



E. W. Decker

President, Northwestern National Bank of Minneapolis, which, with its affiliated banks, has resources of $119,000,000. A director of NWNL and a member of executive and finance committees since 1905.



C. T. Jaffray

President, "Soo" Railway, a road with over 4,400 miles of track. A director of NWNL and member of executive and finance committees since 1905.



Theodore Wold

Vice-president, Northwestern National Bank and formerly president, Federal Reserve Bank, Ninth District. Director and member of NWNL executive and finance committees since 1925.



E. L. Carpenter

President, Shevlin, Carpenter & Clarke Co., which, with its 40 subsidiaries, does a wholesale lumber business in all parts of the U. S. Also president, National Association of Lumber Manufacturers. A NWNL director since 1911.



A. F. Pillsbury

Treasurer, Pillsbury Flour Mills Company, known all over the world. A director of NWNL since 1924.



Thomas F. Wallace

President, Farmers & Mechanics Savings Bank, which has $62,000,000 in resources and is the largest savings bank between Cleveland and San Francisco. Former president, Savings Bank section, American Bankers' Association. NWNL director and member of executive and finance committees since 1924.



Frank T. Heffelfinger

President, F. H. Peavey Company, largest grain firm in the world. A director of NWNL since July, 1928.



O. J. Arnold

President, Northwestern National Life. Director and member of its executive and finance committees since 1925.



The Doorway to Opportunity

NORTHWESTERN NATIONAL
LIFE INSURANCE COMPANY
Minneapolis, Minn.

STRONG **LIBERAL**

Reserve Loan Le

INDIANALIS

Insurance Men!

If You Are Contemplating Making A Change For 1929 Don't Tie Up With Anyone Until You Get Proposition From Us.

ALABAMA
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DELAWARE
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FLORIDA
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INDIANA
IOWA
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KENTUCKY
LOUISIANA
MARYLAND
MICHIGAN
MINNESOTA

All the Latest ms o

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ON ICAL
B-SOARD

MATES AS MEN

We're In

Twes Listed Above

Ag Proposition in any State
to Business

MISSISSIPPI
NEBRASKA
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NEW JERSEY
NORTH CAROLINA
NORTH DAKOTA
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OKLAHOMA
OREGON
PENNSYLVANIA
SOUTH CAROLINA
SOUTH DAKOTA
TENNESSEE
TEXAS
VIRGINIA
WASHINGTON
WEST VIRGINIA

Do You Want To Make More Money?

If You Are Capable of Developing An Agency We Will Give You A Direct Home Office Contract With Real First Year Commissions, Non Forfeitable Renewals.

Write or Wire For Interview

erican Means Money For You

Supervisors Wanted in Ohio

Real Opportunities for the Right Men

We want to hear from properly qualified men who are familiar with territory in Ohio and can help us to organize and develop our agency force in that state.

The men selected will be paid a salary for hiring and training agents and will be given an allowance for traveling expenses in connection with organization work. They will also be given a liberal first-year and renewal commission contract covering personal business sold.

We want men with a sound knowledge of modern underwriting principles. They must be in good health, honest, ambitious, industrious, self-reliant and mentally alert. They must have been personally successful in selling life insurance.

Men between the ages of 28 and 35 are preferred. We want supervisors young enough to grow and advance with the Company, but with enough experience to do effective work from the start.

If interested, get in touch with:

W. T. O'DONOHUE *Vice-President and Agency Manager*

JEFFERSON STANDARD LIFE INSURANCE COMPANY

GREENSBORO, NORTH CAROLINA

MORE THAN 340 MILLIONS IN FORCE

The Reason

will interest you if . . . . . .

in ten years

12 TIMES

THE INSURANCE IN FORCE

TERRITORY OPEN

In Ohio, Michigan, District of Columbia, West Virginia, Georgia, Alabama and Louisiana.

If you are interested in selling life insurance you will be interested in the key to the Gem City Life's record of increasing its assets and insurance-in-force by more than twelve-fold in ten years.

In the agency contract and the policy line which includes all standard and some special forms of participating and nonparticipating contracts, group insurance and accident and health coverage, will be found the real reasons for the success of the Gem City Life agents. In the success of our agents lies our success also.

If you will write I. A. Morrissett, president, he will be glad to give you complete details of our agency contract and reasons why it will pay you to join the Gem City Life.

Eight millions of increase first eight months of 1928.

The Gem City Life

INSURANCE COMPANY OF DAYTON, OHIO

LIFE AGENCY CHANGES

ELLIS JOINS FOHR AGENCY

Is Appointed Unit Manager in Office in Sales Staff Expansion Movement

William O. Ellis has been appointed unit manager in the Louis J. Fohr general agency of the Connecticut Mutual Life in Chicago. Mr. Ellis' appointment is a move in Mr. Fohr's plan of considerably expanding his agency during 1929. He is taking more space, and when the alterations are completed the offices will be twice as large as they now are.

Mr. Ellis has been a member of the Berls agency of the Equitable Life of New York in Chicago for the last four years and has made a good record as a producer. At present he stands 55th nationally in the Equitable's production list. He is a native of Kansas City, Mo. Immediately after completing his university work he joined the sales staff of the Loose-Wiles Company in Kansas City and served four years. Then he went into the newspaper field, first as a reporter on a Kansas City paper and later as sub-editor and editor in the trade paper field. He served a total of 16 years in the news field, partly in Chicago.

He will begin work in the Fohr agency with a five-man unit, which will be enlarged as the agency is able to absorb the men.

GEORGE HARDING PROMOTED

Davenport, Ia., Union Central Manager Is Given Company's Kansas City, Mo., Agency

George W. Harding, who has been Davenport, Ia., manager of the Union Central Life, has been appointed Kansas City, Mo., manager of the company. The appointment is effective Jan. 1. Mr. Harding has been in Davenport seven years. He served two terms as president of the Davenport Association of Life Underwriters, and for the last three years has been on the National association executive committee.

Mr. Harding entered the life insurance field 20 years ago next month. As district agent of the Northwestern Mutual Life in Kewanee, Ill., he produced in excess of $1,000,000 of business in each of the years 1919, 1920. Since he entered the business he has personally produced more than $8,000,000 of business.

DAVIS GOES INTO LIFE FIELD

Will Leave Westchester Fire to Take Supervisory Post in Newest Chicago Penn Mutual Agency

Elmer F. Davis, who for the last five years has been farm manager in the western department of the Westchester Fire, is to join the Frank H. Davis general agency of the Penn Mutual Life in Chicago as supervisor of the southern half of Illinois, which with most of the remainder of the state is in the agency's territory. His appointment is effective Feb. 1.

Mr. Davis has spent all of his time in the insurance business in the fire field, and has made a splendid record. His transfer from the Westchester into the life field is made with the utmost good wishes of the fire company for his success in his new work. He has made an intensive study of the life business and is well fitted for his new duties.

William L. Parkins

William L. Parkins of the Sentinel Life, Seattle, has been named manager of the Sentinel Life agency for the state of Washington.

HAMLIN IS GENERAL AGENT

Johnston and Monser Retire as Buffalo Representatives for Mutual Benefit Life

Clay W. Hamlin will become general agent of the Mutual Benefit Life at Buffalo Jan. 1, succeeding the firm of Johnston & Monser, which has conducted this agency for the past 20 years. Serious illness of Charles C. Monser of the agency firm is responsible for the change. Mr. Monser will go to California to reside as soon as he is able to make the journey, while A. S. Johnston expects to reside in Florida.

Mr. Hamlin has been with the Mutual Benefit at Buffalo since 1915, having established a national reputation in the life insurance field by his large sales over a period of years. He takes charge of an agency which has as its territory 19 western New York counties, its field of operation extending from a point 50 miles east of Rochester west to the New York-Pennsylvania state line and



CLAY W. HAMLIN

from Binghamton on the south to Lake Erie and Lake Ontario on the north. Branch offices of the Buffalo agency are maintained in Rochester, Binghamton and Elmira. There are 125 licensed agents in its service.

Members of Association

The Buffalo agency's volume of business has grown to a total of approximately $12,000,000, while its premium collections in 1928, including new business, will amount to about $4,000,000. Both the retiring and the new agency directors are members of the Buffalo Life Underwriters Association.

Mr. Hamlin has appeared before many meetings and always elicits rapt attention. He has been in the business for about 18 years and has produced something like $10,000,000. Mr. Hamlin had a difficult time in getting started in life insurance work, having failed in his undertaking and then returned, finally getting his grip on the business and developing into a wonderful producer.

C. W. Rogers

Appointment of C. W. Rogers as state supervisor of the Business Men's Assurance, succeeding Alvin Snyder, is announced at Seattle, where the local office is being moved from the Green building to the New Orpheum building.

James H. Mickey and A. L. Loomis

James H. Mickey has been appointed general agent of the State Mutual Life at Kansas City. He has had eight years

of experience in general agency work in a smaller city. Alonzo L. Loomis, who has been district agent at Benton Harbor, Mich., has been appointed general agent with headquarters at South Bend, Ind., with jurisdiction over southern Michigan and northern Indiana.

Fred A. Fetter

Fred A. Fetter has been appointed manager of the central and eastern North Carolina field for the Southeastern Life. His headquarters will be in Raleigh. He has been in the life business 16 years, 14 of which he has spent in Raleigh. He has made a splendid record in the personal production and managerial fields.

Walter W. Teekel

Walter W. Teekel has been appointed associate general agent in Shreveport, La., of the Gordon H. Campbell general agency of the Aetna Life in Little Rock, Ark. He succeeds Clyde F. Gay, formerly of Shreveport, who has taken a home office post with the company. Mr. Teekel has been with the Aetna since 1926, starting as a supervisor in the Shreveport office.

Copeland-Keithley

The Mountain Life has appointed the Copeland-Keithley agency, Patterson building, Denver, as general agent for Colorado. A. E. Keithley was formerly manager for the Western Union Life and A. B. Copeland a former general agent of the Farmers Life of Denver.

Glenn A. McTaggart

Glenn A. McTaggart, formerly manager for the Prudential at Honolulu, has been transferred to Denver as manager of the ordinary department for Colorado. He succeeds Charles L. Price, 68-year-old veteran of the company, who is retired and is living in Florida.

C. W. Sweet, J. W. Taylor

The Canada Life announces that C. W. Sweet is retiring from the position of manager of its branch at London, Ont., owing to ill health, but he will remain with the agency as associate manager. The new manager is J. W. Taylor, who some months ago was made assistant manager. Mr. Taylor joined the company several years ago, after graduating from the University of Toronto and serving in the war. He spent some time in the agency department at home office, and then was city manager at Ottawa, Ont., before going to London.

P. C. Grover

P. C. Grover, who formerly served the Canadian Bank of Commerce as assistant manager of its branch in Mexico City, has been appointed manager of the Mexican branch of the Confederation Life. He succeeds F. W. Green, who recently retired.

H. H. Dawson

Vice-president W. H. Savage of the Great Republic Life has announced the appointment of H. H. Dawson of Camden, Ark., as general agent. He has represented one of the big eastern companies in that field for a number of years and has a fine record in the personal production of business.

E. A. Badger

E. A. Badger, district agent for the Ohio National Life at Washington Courthouse, O., has been made a general agent and transferred to Middletown, O.

Robert C. Kantnor

Robert C. Kantnor has been appointed general agent for the Union Central at Altoona, Pa., succeeding the late J. B. Decker. Mr. Kantnor is 34 years old, and previous to his entrance into the life insurance business with the Union Central on May 12, 1926, had been engaged in the automobile business and as representative for a casualty insurance company.

Since he has been with the Union Central, Mr. Kantnor has been assistant manager in the Altoona office, but has found time to roll up a very creditable personal production in addition.

EASTERN STATES ACTIVITIES

EASTMAN PROVIDES PENSIONS

Kodak Company Provides Life Insurance, Retirement Annuities and Disability Payments for Employes

The Eastman Kodak Company of Rochester, N. Y., will provide life insurance, retirement annuities and disability payments for 20,000 employes, according to arrangements made recently with the Metropolitan Life. The retirement annuities will begin at age 65 for men and and 60 for women, at the annual rate of 1 percent of the salary earned in 1928 multiplied by the number of years of service prior to Jan. 1, 1929, plus 2 percent of the total salary earned after that date. Deaths and disability benefits are commensurate with the retirement annuity. Payment of $6,500,000 will be made by the Eastman Kodak Company and the Kodak Employers Association to start the retirement and insurance arrangement. In case an employe retires from service he may continue the life insurance policy himself. If leaving for any reason after 20 years of service, he will receive the paid annuities payable at age 65, to which he has become entitled under the plan up to the date of leaving. Women leaving for any reason after 15 years of service will receive annuities under the same terms payable at age 60.

Waddell Back from Texas Trip

J. M. Waddell, agency supervisor for the Bankers Reserve Life, has returned to Omaha, after spending several days with E. P. McCall, Houston, Tex., general agent.

C. A. WOOSTER AGENCY GROWS

Philadelphia Representative of Lincoln National Life Is Building Soundly

In Philadelphia there is an unusual insurance agency that is growing, healthy and cheerful. It is headed by C. A. Wooster of the Lincoln National Life. Mr Wooster is a young man and has gathered around him a group of men of his own age and kind. He believes in youth and is determined to prove his contention that young men are the best material for sound agency building. Just how far he has gone in this is proven by the results, and also by the successful ideas and policies of insurance agency building that he has drawn up and put into effect.

He has refused to take into his agency any part-timers, any old men, and has-beens. He makes the statement that there is not a man in his agency who is not a potential great producer, and that there is not a man who would not be welcome in his home, for all the men have been most carefully selected.

Agency Growth Rapid

Mr. Wooster since July, 1926, has recruited a force of eight full-time men, and has made a very rapid growth. Every man on the staff is a hard worker, young energetic and a good insurance man.

In discussing his work in life insurance and sales managership he says: "Life insurance salesmanship, to my mind, is a very dignified and respected profession. We are selling bonds which

DO YOU WANT TO BUILD A GENERAL AGENCY FOR "KEEPS"?

The man who is thinking of the future as well as the present should consider the Register Life contract. With it he can succeed without mortgaging his future.

IMPORTANT POINTS

1. Liberal commissions.
2. A complete tried and proven sales plan.
3. A 40-year-old successful 3% mutual company.
4. Congenial personal help from the Home office.

REGISTER LIFE
Since 1889
DAVENPORT IOWA

We Write All Standard Forms of Participating and Non-Participating Insurance Contracts and in Addition the Following SPECIALS

1. Ordinary Life Special $5,000.
2. Personal Life Monthly Income for Rejected Risks.
3. The Best and Most Liberal Sub-Standard Facilities.
4. Children's Educational Policies age 1 day to 10 years.
5. Up-to-date Health and Accident Policies.

We welcome to our Ranks only serious-minded men of character and integrity—men who are intent upon success—and to whom we offer exceptionally liberal and profitable contracts.

Very desirable territory open in
OHIO — INDIANA — KENTUCKY — TENNESSEE
Address S. M. CROSS, President
COLUMBIA LIFE INSURANCE COMPANY
Cincinnati, Ohio

The Life Insurance Company of Virginia
1871 *57 Years of Existence* 1928
JOHN G. WALKER, *Chairman of the Board* — BRADFORD H. WALKER, *President*
Richmond, Virginia

LIFE OPPORTUNITY

Attractive agency contracts available for experienced or inexperienced salesmen in

KANSAS
NEBRASKA
MISSOURI
ILLINOIS
TEXAS
ARKANSAS
ALABAMA
COLORADO
WASHINGTON
OREGON
CALIFORNIA

A prompt inquiry by return mail expressing your desires or ambition will bring information that will enable you to cash in on your ability and experience on a profitable basis NOW—not SOMETIME.

Participating and Non-Participating Low Net Cost Policies.

District Agencies or General Agencies of your own.

Replies strictly confidential

The LIBERTY LIFE INSURANCE COMPANY

Topeka, Kansas

CHARLES A. MOORE, PRESIDENT

A PLAIN STATEMENT

While gratified by the larger increase in its new business, this Company is primarily interested in the carrying out of a well defined, long time program of development consisting of—

1st—Specializing on the larger and more desirable risks through its Preferred Life Plan and offering to this group the unusual savings to which this plan of operation entitles them.

2nd—The building of a high type of sales organization capable of dealing with the business and professional men who make up this Preferred group.

3rd—The training through personal instruction and group conferences of its Managers and General Agents in the essentials of sales management so they may successfuly recruit and train this better class of salesmen.

We believe this program will not only secure the continued sound growth of the Company but will create *a most unusual opportunity* for those associated with it.

HOME LIFE INSURANCE COMPANY

Ethelbert Ide Low
President

256 BROADWAY, NEW YORK CITY

On Agency Matters Address:
James A. Fulton
Agency Vice President

are always callable at one hundred percent and we never need fear that after the completion of our sale we may have to face our prospect, who has now become our friend, with any apology for the choice of investment which he might have made.

"Life insurance is corporation finance applied to life values instead of property values. Every family itself is a partnership and should be operated on strictly business principles. The loss of its life values should be safeguarded against financial impairment due to death or total disability of the producer. A sinking fund should be provided for the liquidation of the business at age sixty-five, which is accomplished through maturity of endowment at age sixty-five or the cash values under the contract."

IN THE MISSISSIPPI VALLEY

STOCK TRANSFER PROTESTED

Federal Reserve Life Shareholders Object to Trading for Holding Company Shares

A holding company for the Federal Reserve Life of Kansas City, Kan., and the Farmers National, recently merged with the Federal Reserve, has been organized and the promoters are seeking to transfer the stock in the Federal Reserve to the holding company. The Kansas insurance department has been advising the stockholders not to make the transfer and it may be that the department will be forced to take some action against the promoters of the holding company for improper statements used in seeking transfers of the stock.

The department has not been advised by the life company or the investment organization what the plans may be. The only information available comes from the stockholders who have asked the department for advice and information. The department has been unable to give much information but has advised that it knows of no reason why the stock in the life company should be turned over to any investment company and preferred stock taken in exchange. It has also been pointed out that the life insurance company cannot change its by-laws and contracts with the stockholders without the consent of the insurance department.

Commissioner Baker of Kansas has had about 30 inquiries by letter and in person from stockholders who have been told they should exchange their life stock for stock in the holding company. Mr. Baker has made the same reply to all of these inquiries and told them that he could see no reason why the transfer should be made and that he did not have any information as to the plans of the promoters or reason for the organization of the holding corporation.

Opens New Offices Dec. 28

On Dec. 28 A. Van Goldman, one of the two ordinary managers of the Prudential in Chicago, will open his new offices at A-1820 Insurance Exchange. The new quarters will afford room for agency expansion, and the desire to add to the staff is the reason for Mr. Goldman's moving. The agency has grown rapidly in the matter of production. In April this year it had already filled to full year's quota, and now has trebled the quota.

Missouri Commissioner Candidate

E. F. Hill of Kansas City, supervising engineer and underwriter of the New York Indemnity, is a candidate for insurance commissioner of Missouri and has the endorsement of many insurance men of his city. Mr. Hill has had 15 years' home office experience with some of the large eastern companies. He has lived in Kansas City for the past four years and has had eight years of work in the state. No appointment is expected before the middle of January.

K. C. Equitable Agency's Record

The Kansas City agency of the Equitable Life of New York is finishing the biggest year in the history of the agency with over $16,000,000 of paid for business. This is a 35 percent increase over last year, and the agency has fewer agents than last year, having only 158 active agents. Agency officials are working toward fewer agents and every agent making a living.

Fred A. Deichmann is the high producer in the office, having qualified for more than $1,000,000.

Christmas Gift $354,000 in "Apps."

The agents of the Kansas City agency of the Pacific Mutual Life presented R. J. Wetzel, general agent, with $354,000 of life applications as a Christmas gift. The applications had been written the two weeks before Christmas, and the volume was a surprise to Mr. Wetzel. The largest application was for $75,000, with others ranging from $50,000 down to $1,000.

Eide Makes Good Showing

The Prudential ordinary agency at St. Paul, Minn., headed by Earl A. Eide, has made rapid strides in its four and a half years of existence. The Prudential's "Bulletin" ranks Mr. Eide's agency 12th highest in yearly net increase. The agency is also fourth in increased proportions to allotments. The agency showed an increase of $1,333,000 in October.

O. N. Wicklund of Rochester, Minn., who is connected with Mr. Eide's agency, is among the leading special agents and brokers listed in the "Bulletin."

May Complete Merger

The merger of the Equitable Savings Life of Kansas City, Kan., and the American Savings Life of Kansas City, Mo., may be consummated before the end of the year. Commissioner Baker of Kansas has announced a hearing at Kansas City for Dec. 28, on the reports of the examiners which have been checking the books of both companies preparatory to the merger.

Both these companies were organized by the interests backing the Central Life of Fort Scott, Kan. R. S. Tiernan is the active officer of all the companies. The two companies have a considerable volume of business in the two states and the merger will bring the business into one company of considerable size and importance. They are to be merged into a Missouri organization.

Goes With Northwestern

George W. Rennix of Fargo, N. D., who is state agent of the Firemen's of Newark, has resigned, and is entering the life insurance business. He will become connected with the Northwestern Mutual Life as special farm loan agent in South Dakota with headquarters at Watertown. He has been connected with the Firemen's group for the last five years as state agent for North and South Dakota.

Murphy Joins Lincoln National

T. A. Murphy, for 12 years with the Merchants Life of Des Moines, has announced that he will go to Fort Wayne, Ind., to become associated with the Lincoln National Life, recent purchaser of the Iowa company.

Mr. Murphy, who has been treasurer of the company and manager of the investment department, will have a similar department with the Lincoln National Life. Before joining the Merchants Life Mr. Murphy was for five years with the Preferred Life of Grand Rapids, Mich.

SOUTHERN FIELD

CENTURY LIFE IS GROWING

Arkansas Negro Company Makes Rapid Strides in Two Years It Has Been Writing

LITTLE ROCK, ARK., Dec. 27.—The Century Life, a company owned and operated by Negroes for members of their race, is celebrating the close of its second year in business.

A .E. Bush, president, says the company is now operating in thee states and has a total of 40,000 policyholders in Arkansas, Oklahoma and Mississippi. The company has more than $7,500,000 insurance in force, with admitted assets of $566,283.22. More than $100,000 is deposited with the insurance department of Arkansas for the protection of policyholders. A surplus of $135,068.33 to policyholders is shown in the statement.

The company started business two years ago with two employes and a smal suite of offices, but today, because of rapid growth, is housed in its own two-story brick building in this city. The entire second floor is devoted to the company's offices and 44 officers and employes are regularly employed. There are 11 branch offices with 200 managers, examiners and agents, operating in the three states served by the company.

MUCH INTEREST IN TEXAS LIFE INSURANCE DAY PLANS

SAN ANTONIO, TEX., Dec. 26.—Widespread interest in the proposed Texas Life Insurance Day Jan. 19 is being manifested by the life insurance companies, civic organizations, social clubs and the public generally, according to Harry D. St. John, president of the Texas Life Underwriters Association.

More than 1,000 speakers will address luncheon clubs and other organizations on the subject of life insurance on that day, it is announced. The majority of these speakers are being recruited from the ranks of life insurance men.

In addition to the speakers more than 5,000 life insurance agents will distribute literature bringing out the desirability of life insurance as an investment, as a method of saving and as protection, during the entire week.

All Texas life insurance companies are actively participating in the plans for the observance of the day in a manner which will go a long way toward convincing the people they should carry more life insurance.

Has Unique Christmas Cover

J. F. Wellington, editor of the "Great Southern," house organ of the Great Southern Life of Houston, Tex., prepared a rather unique Christmas cover design for the December issue of that publication, showing the wife and children of a man who had his life insurance on the monthly income plan watching a seemingly endless procession of Christmas checks coming in from the insurance company.

Atlantic Agents Meet

The annual meeting of general agents of the Atlantic Life will be held in Richmond Jan. 4-5. At this time Angus O. Swink, the new president, will outline his plans for the year.

Dean Addresses Underwriters

Life insurance plays an important part in the economic structure of modern civilization, Dr. Lee Bidgood, dean of the school of commerce of the University of Alabama, told a joint meeting of the Protective Life training school and the Birmingham Life Underwriters Association last week.

The speaker traced the relation of insurance to the rise of civilization and pointed out various factors insurance contributed to this rise. He said the so-

TRUST COMPANIES AND BANKS

[A directory of responsible financial institutions that are especially equipped to co-operate with life underwriters in creating life insurance trusts, and in handling other estate problems.]

CALIFORNIA

The oldest Trust Company in the West
Wells Fargo Bank and Union Trust Co.
SAN FRANCISCO
Since 1852
Trust Department established 1892

MARYLAND

MARYLAND TRUST COMPANY
Northwest Corner
Calvert and Redwood Streets
BALTIMORE
Robertson Griswold Vice President and Trust Officer

ILLINOIS

LIFE INSURANCE and TRUST SERVICE
now go hand in hand. Men of affairs demand both. Life Insurance creates the estate. Our Protected Life Insurance Trust safeguards it.
A Special Reserve Fund of $2,000,000 protects principal and income against loss.
CHICAGO TITLE & TRUST COMPANY
69 West Washington St.

NEW YORK

The Chase National Bank
OF THE CITY OF NEW YORK
TRUST DEPARTMENT
VICE PRESIDENTS
Reeve Schley George E. Warren
SECOND VICE PRESIDENT
George A. Kinney
PERSONAL TRUST OFFICER
George I. Pierce
CORPORATE TRUST OFFICER
Howard F. Walsh
ASSISTANT TRUST OFFICERS
Edward S. Dix Oliver B. Hill Vincent L. Banker
George J. Runge Frederick Pintard



"THE underwriter who can be swung over to the trust company form of administration will double his business."
Excerpt from an article by a prominent underwriter.
First Trust and Savings Bank
Chicago

"Insurance Estates—
Creation and Management"
Pertinent questions regarding Life Insurance Trusts briefly answered. Send for a copy.
THE EQUITABLE TRUST COMPANY
OF NEW YORK
11 Broad Street

Cooperation is gladly extended to Life Underwriters on Insurance Trust cases requiring the personal assistance of an experienced Trust representative.
THE NORTHERN TRUST COMPANY
CHICAGO

CHARTERED 1822
THE FARMERS' LOAN AND TRUST COMPANY
NEW YORK
Brings to the duties of Administrator, Executor, Trustee, Guardian and Custodian the experience of more than a century.

THE PEOPLES TRUST AND SAVINGS BANK OF CHICAGO
MICHIGAN BOULEVARD at WASHINGTON STREET
CHICAGO
Earle H. Reynolds, PRESIDENT — R. B. Upham, VICE-PRESIDENT
Floyd B. Weakly, SECRETARY & TRUST OFFICER

THIS Company is glad to coöperate impartially with all insurance representatives on any practical basis for the promotion of life insurance trust business.
Guaranty Trust Company of New York
140 Broadway

ANOTHER STEP FORWARD

From time to time MUTUAL TRUST has taken active steps to give greater benefits to its policyholders. Another such step has just been taken. Beginning May 1st, 1929, dividends to policyholders will be substantially increased (average increase 40%).

BEST'S LIFE ISURANCE NEWS says:

"The increase made in dividends is a very large one and puts the Company among the *low-cost group.*"

If you have not already received your copy of our booklet "CHOOSING A COMPANY," send for it today.

CARL A. PETERSON, Vice-President

Mutual Trust
LIFE INSURANCE COMPANY
EDWIN A. OLSON, *President*
77 West Washington Street
CHICAGO, ILLINOIS
"As Faithful as OLD FAITHFUL"

Group Insurance Leads This Year

Group insurance is making proportionally greater gains than any other form of life insurance.

Are you in touch with any concerns still without it?

Why not get this profitable business while it is still to be had?

Call upon our local office for prospectus giving the necessary information and for the services of a group specialist.

Connecticut General
Life Insurance Company
Hartford, Conn.

cial effects of insurance were far-reaching and helped to prevent crime, helped to further education and abolish dependency.

Dr. Bidgood's address was one of a series being conducted by the Protective Life school. Other authorities who will talk before the students are Dr. S. S. Huebner of Wharton School of Finance, University of Pennsylvania; John Marshall Holcombe, Jr., manager Life Insurance Sales Research Bureau, and J. J. Harrison, president of the Home Life of Little Rock.

New Texas Company

The Rio Grande National Life of Harlingen, Tex., has been granted a charter by the department of insurance. The company has capital stock of $100,000 and it will write life, health and accident business. Incorporators are Dr. J. W. Doss, R. W. Baxter and A. R. Davis, all of Harlingen.

PACIFIC COAST AND MOUNTAIN FIELD

ISSUES COMBINATION COVER

Northwestern Life & Accident's New Policy Provides Liberal Benefits in Both Classes

SEATTLE, WASH., Dec. 27.—The Northwestern Life & Accident, through T. C. Brownlee, president, expresses much satisfaction over the reception by agents of the company's new life, accident and health policy. The policy gives life benefits, double and triple indemnity, total and permanent disability income, monthly benefits for sickness or accident with premium waiver. A face payment is made for death from any cause and the policy also includes cash, loan, paid up and extended insurance values. Death in any accident provides for double indemnity and full face value is paid for loss of principal members.

Death by auto accident or while riding in a public carrier will bring triple indemnity. For total and permanent disability the assured receives monthly life income with waiver of premiums. There is no waiting period on monthly indemnity for accident or sickness. Men are accepted for coverage in multiples of $5,000 in ages 21 to 50 years, the premium running from $125 to $225.

A policyholder who dies by accident while a passenger on a licensed commercial airplane on a regular route operated by common carrier receives double indemnity. The policy pays $5,000 for natural death; $10,000 for accidental death; $15,000 for death in automobile accident; $5,000 for loss of principle members by accident (double if auto or travel) and $50 per month permanent and total disability for life with monthly income of $100 per month accident or sickness disability in addition to total or permanent disability benefit. Hospital expense, nurses' fees, medical attention and identification are included.

INTEREST IN CALIFORNIA COMMISSIONER APPOINTMENT

As the time for the opening of the new legislature approaches there is much discussion in California over the next insurance commissioner to succeed Charles R. Detrick, whose term expires next March. It is generally accepted that Mr. Detrick will not be reappointed, owing to political differences during recent campaigns, although he has cooperated with the present governor since the latter took office. There is considerable talk that E. Forest Mitchell, formerly connected with the insurance department when Al McCabe was commissioner, will get the post. Mr. Mitchell's name was mentioned in the early part of 1927 when gossip had it that Governor Young would encourage Mr. Detrick to resign. Mr. Mitchell is now secretary of the state highway commission. He has been in politics for many years, having been a supporter of Senator Hiram W. Johnson when the latter was governor. He was also prohibition director in California for a brief time.

In recent weeks insurance men have been active in urging the reappointment of Mr. Detrick on his record for achievements during his tenure of office.

Occupy New Tower in February

The Northern Life home office will probably move into the new 27-story Northern Life Tower at Seattle in February. Construction to date is up to schedule. All exterior work is completed and inside installation is well under way.

The home office will occupy the third, fourth, fifth, twenty-fourth and twenty-fifth floors. General office will be on the third floor. The tower office and investment department will occupy the fourth, the agency department the fifth and executive offices will be on the 24th and 25th floors. A system of intercommunicating vacuum tubes will connect the floors and departments.

Challis Injured, Asks Damages

Personal injury damages of $16,291 are asked by A. H. Challis, general agent of the Massachusetts Mutual Life at Seattle, in a suit filed against the Teufel & Carlson Construction Company. The injuries, consisting of a broken tooth, crushed nose and injuries to the spine are alleged by Mr. Challis to have occurred when he was struck by a descending elevator while inspecting quarters at 1411 Fourth avenue, Seattle, about to be occupied by his office.

Arizona State Life Chartered

The Arizona State Life of Phoenix, Ariz., has been incorporated as a legal reserve company. The president is R. W. Allen; treasurer, H. S. Hall; vice-president, T. P. Riordan, and secretary, R. H. Parsons.

Moves into Larger Offices

V. L. Tickner, general manager American Life of Denver, has moved his offices into larger and more suitable space in the new Denver National Bank building.

New Company Starts Jan. 2

The new Pacific National Life Insurance Company, organized recently in Salt Lake City, will be ready to commence actual operation on Jan. 2, according to Carl R. Marcusen, president and manager, who said that it already has applications on hand for nearly a $1,000,000 of business.

ACCIDENT AND HEALTH

WILL MERGE CAPITAL STOCK

Loyal Protective and Ridgely Protective to Be Operated Under Joint Management

Announcement is made of the proposed merging of the capital stock of the Loyal Protective of Boston and the Ridgely Protective of Worcester, Mass., in the National Protective Companies, just organized under Massachusetts laws.

Both companies, which write accident and health lines for Masons and Odd Fellows, having a total premium income of some $2,500,000 annually, will retain their individual identities but will be operated by a joint management under the National Protective Companies.

Austin Retires from Company

Albert E. Taylor, president of the United Craftsman of Springfield, Mass.,

has purchased the interests of J. R. Austin, general manager. The latter leaves the company the first of the year. Mr. Austin has been vice-president and a director. This company writes personal accident and health insurance on members of the Masonic order. It is licensed in Massachusetts, Pennsylvania, Illinois and Ohio.

Exclusive Accident-Health Agency

SEATTLE, WASH., Dec. 26.—C. L. Burt and R. P. Morgan have formed the firm of Burt & Morgan to carry on an exclusive accident and health insurance business in Seattle. Mr. Burt for 18 years was with the accident department of the Pacific Mutual Life, and Mr. Morgan for 12 years was with the Goodyear Tire & Rubber Company.

The new firm will represent the accident and health division of the London & Lancashire Indemnity, Pacific Mutual Life, Maryland Casualty and Northwestern Life & Accident Company. The firm has also been appointed district agent for the accident and health department of the Southern Surety.

Takes Over Old Company

The Unity Mutual of Chicago is a company managed by Negroes writing industrial health and accident insurance. The Unity Mutual Life has been organized to take over the Unity Mutual. The life company writes life, accident and health. The head office is at 4719 Indiana avenue.

Can Accident Cause Heart Disease?

Dr. John W. Watt, a Denver dentist, carried a $10,000 accident policy with the Travelers. On June 13, 1927, while engaged in his profession, he dropped dead in his office. Nine days previously he had been struck in the chest with a lawn mower handle. The cause of his death was given as "heart disease" by the coroner. Now suit has been filed against the Travelers seeking to collect the $10,000, the claim made that the impact of the lawn mower (an accident) was the cause of his heart ailment.

Illinois Mutual Announces New Rates

The Illinois Mutual Casualty is announcing new premium rates and benefits, effective Jan. 1, on its "commercial disability," "Illinois special accident" and "regular" accident and health policies. Classes AA and A have been separated on these policy forms. This was found necessary because Classes A and B have not been paying their way.

National L. & A. Promotions

M. M. Deichler of Los Angeles No. 1 and C. J. Ferrell of Columbus, Ga., have been promoted to superintendencies of their respective districts by the National Life & Accident.

NEWS OF THE FRATERNALS

NEBRASKA CONGRESS ELECTS

William Roberts, Jr., of Lincoln, Named for Head Fraternal Interests in That State

The Nebraska Fraternal Congress, in session at Omaha, named a legislative committee of two women to represent the interests of the 100,000 fraternal members in the state at the coming session. The fraternals have no legislation to ask, but are preparing to resist any move by old line companies for laws that they deem inimical to fraternal interests. William Robertson, Jr., of Lincoln, was named president; Thomas E. Gerin, H. J. Peterson and Mrs. Ella Thorpe, Omaha, vice-presidents, and Mrs. Ida B. Kennedy, Lincoln, secretary-treasurer. Amos E. Henely will represent the state at the national congress meeting. E. J. Dunn, national president, was one of the speakers. Discussions concerned the problem of meeting the competition of legal reserve companies for younger members, adequate rates for fraternals and how to make lodge sessions more attractive in order to maintain interest and thus keep down the number of lapsations.

May Reinsure Fraternal

Negotiations are under way for reinsuring the policies of the Ancient Order of Hibernians in Minnesota with the Minnesota Mutual Life.

The members of the lodge have voted in favor of the plan but there are some legal obstacles to carrying it through. One of these is a state law which prohibits the reinsuring of a fraternal company in a stock or mutual. It is probable a special act of the legislature will be necessary to bring about the merger.

The Hibernians have been writing insurance in Minnesota since 1889 and have about $2,900,000 in force.

Property Not Tax-Exempt

The Iowa supreme court, in a decision sustaining the district court of Black Hawk county, touching the taxation of real estate belonging to fraternals, settles a much mooted question.

The United Workmen sought tax exemption on its properties on the ground that deeds to the property were filed with the commissioner of insurance as security to policyholders, and the properties thus became part of its beneficiary fund, which is exempt from taxation.

The supreme court declared that it was plain the intent of the legislature was not to exempt such property from taxation, since it required a certificate attesting payment of the taxes.

Exchanging Old Certificates

The Woodmen of the World of Denver is exchanging its old assessment certificates for the new American Experience 4 percent certificates through a contract with the Insurance Service Company of Detroit. The exchange is being made without medical examination at attained age and is purely voluntary at present. All contributions made to the new American division will be kept separate and will be used for payment of claims occurring in that class only.

WITH INDUSTRIAL MEN

PRUDENTIAL EXPLAINS COVER

Tells Modications of and Exceptions to Paying Accidental Death Benefits

Under its plan of adding the double indemnity clause to its industrial policies, thus liberalizing the insurance carried by millions, the Prudential makes the following analysis of exceptions:

No accidental death benefit is payable:

If insured is under age 15 or over age 70 at date of death.

If premiums are more than four weeks overdue.

If death results from suicide or from having been engaged in submarine or diving operations, or aviation as a passenger or otherwise, or from military or naval service in time of war.

If accident causing death also justifies claim for full disability benefit, as this benefit is always equal to or greater than the accidental death benefit.

If accident causing death where half the full accidental death benefit would be payable (in certain mining and railway cases as indicated below) also justifies claim for half disability benefit, as this latter would never be smaller than the accidental death benefit.

Half the full accidental death benefit is payable—

If the accident causing death shall be sustained by the insured while employed on the premises of any open pit or underground mine, or shall be sustained by the insured while on or about the premises or right of way of any railroad company while the insured is following the occupation of gang, track, or roadway laborer; track walker; yard, freight or mixed train brakeman or flagman.

If the accidental death is such as would entitle ordinarily to full accidental death benefit, but also causes loss of one limb, thus justifying claim for half disability benefit. In this case, although the half disability benefit may include a certain amount of additions the deduction from the accidental death benefit is only half the face amount of insurance; in other words, half the full accidental death benefit is payable.

WESTERN & SOUTHERN NEWS

Company Has Announced Some Promotions of Men in Ranks to Higher Posts

W. J. Williams, president of the Western & Southern Life, is spending the Christmas holidays with his son's family in St. Petersburg, Fla.

Charles M. Biscay, manager of the ordinary department, is spending December with his daughter and family in Hollywood, Cal. Mr. Biscay will return east in January via the Grand Canyon, Texas and New Orleans.

G. C. Robb, formerly assistant superintendent at Monongahela City, has been appointed superintendent at the Washington, Pa., district. The following men have been promoted from agents to assistant superintendents: W. Bush, South Bend, Indiana; H. C. Garnett, Oil City, Pa.; C. Hundley, Chicago-Cicero; D. T. Tino, Meadville, Pa., and E. H. Viles, Anderson, Ind.

The ordinary leaders for 11 months are: Superintendent J. J. O'Leary, Chicago West; Assistant Superintendent D. Fusco, Chicago West; and Agent S. Nordskog, Chicago-Humboldt.

Baker Is Superintendent

Carl W. Baker, assistant superintendent of the Western & Southern at Oil City, Pa., has been appointed superintendent. He has served as agent and assistant in his district for a number of years.

Metropolitan's Coast Changes

J. E. La Plant has been appointed manager of the Seattle-Rainier district of the Metropolitan Life by John H. Almy, superintendent of agencies, following a visit to Seattle. L. D. Unger, former manager, has been transferred to Santa Barbara, Cal. Mr. La Plant started in the insurance business as an agent with C. C. Thompson, Seattle manager, 14 years ago.

Prudential Notes

Agent Michael J. McGowan at Pittston, Pa., detached assistancy of the Wilkes-Barre No. 2 district, completed 20 years of service with the Prudential recently.

Francis J. Shannon, who has been an agent in the Rochester No. 4 district since Dec. 13, 1926, has been placed in charge of an assistant superintendency in the same district.

Agent J. W. Mills, who was appointed in the Syracuse No. 1 district on May 2, 1927, has been promoted to the position of assistant superintendent.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, $4.00 and $2.00 respectively.

OFFERS VOLUNTARY CHANGE

Guarantee Fund Life Gives Opportunity to "Old Form" Policyholders to Get Benefits

The Guarantee Fund Life of Omaha announces a plan for a voluntary change of policy to the American 3½ percent basis. The new policy will be issued on the nonparticipating whole-life plan, with cash, loan, paid up and extended values. The Guarantee Fund Life finds that the "old form" policyholders have contributed about $6,300,000 in excess of the requirements. The new plan allows each old form member his share of this excess in the form of individual reserve. There is no increase in the rates on "old form" policyholders who do not desire to make a change. The new American 3½ policy will carry an increased premium rate in order to provide for the nonforfeiture values. The exchange is to be made by the transfer of a portion of the surplus of the "old form" group to that of the new policy by dating it back which gives the policy immediate values.

Atlantic Life

The Atlantic Life has issued a new policy which it calls a guaranteed retirement income contract. The policy guarantees at the age of retirement a monthly income for the life of the annuitant, a cash endowment or a fully paid-up life insurance contract. Prior to retirement age, it provides for a cash refund at the end of any year after three deposits have been made, if the annuitant wishes to surrender the contract, and for the refund of all deposits at the annuitant's death. In addition, there is an income disability provision which will not only permit the waiver of all deposits during total and permanent disability occurring prior to age 60, but secure at once the monthly income to be paid while the annuitant is totally and permanently disabled until the age of retirement. This is the first annuity contract to be put on the market by the Atlantic.

NEW LIMITS, PREMIUMS FIXED

State Mutual Life Announces Costs and Policy Sizes for New Year

New limits of risk and new disability premiums have been announced by the State Mutual Life, effective Jan. 1. They are as follow:

Disability Premiums

	Ord. Life		20 Pay Life		20-Yr. End.	
Age	Waiver and Disabil. Annuity	Waiver	Waiver and Disabil. Annuity	Waiver	Waiver and Disabil. Annuity	Waiver
21....	3.31	.54	4.00	.45	2.18	.55
22....	3.37	.55	4.06	.46	2.22	.57
23....	3.44	.56	4.11	.46	2.26	.58
24....	3.51	.58	4.16	.47	2.30	.59
25....	3.58	.59	4.21	.48	2.35	.60
26....	3.66	.61	4.26	.49	2.40	.61
27....	3.73	.62	4.31	.50	2.45	.63
28....	3.81	.64	4.36	.52	2.50	.64
29....	3.90	.66	4.41	.53	2.56	.66
30....	3.99	.68	4.46	.55	2.63	.68
31....	4.08	.71	4.51	.57	2.70	.70
32....	4.18	.73	4.57	.59	2.78	.72
33....	4.28	.75	4.62	.61	2.86	.75
34....	4.39	.78	4.68	.63	2.96	.78
35....	4.51	.82	4.74	.66	3.08	.81
36....	4.64	.85	4.80	.69	3.20	.84
37....	4.77	.89	4.87	.73	3.34	.88
38....	4.91	.93	4.94	.77	3.49	.93
39....	5.06	.97	5.00	.82	3.66	.98
40....	5.22	1.02	5.08	.87	3.85	1.04
41....	5.39	1.07	5.28	.95	4.16	1.13
42....	5.57	1.13	5.48	1.04	4.49	1.23
43....	5.77	1.19	5.70	1.13	4.81	1.32
44....	5.98	1.26	5.93	1.22	5.13	1.42
45....	6.20	1.34	6.18	1.31	5.46	1.52
46....	6.44	1.42	6.44	1.40	5.79	1.63
47....	6.70	1.52	6.72	1.53	6.14	1.74
48....	6.99	1.62	7.02	1.65	6.49	1.86
49....	7.30	1.74	7.34	1.78	6.87	1.99
50....	7.64	1.87	7.70	1.93	7.27	2.13
51....	8.01	2.01	8.08	2.08	7.69	2.28
52....	8.41	2.18	8.50	2.26	8.15	2.45
53....	8.87	2.36	8.95	2.45	8.64	2.64
54....	9.37	2.57	9.47	2.67	9.18	2.85
55....	9.94	2.82	10.04	2.92	9.78	3.09

New Limits of Risk

Age	Life and Endow. Males	Term	Life and Endow. Females
14.....	$ 15,000	.....	$10,000
15.....	20,000	.....	15,000

FORTY-FOUR PER CENT ON POLICY HOLDERS

The Bankers Life Company established two records in October, 1928, "Policy Holders' Month."

The paid-for production of $17,708,649 was the greatest October total, and the second greatest total for any month, in the Company's history.

More than 44 per cent of the October production was written on Bankers Life policy holders—another Onward March record.

BANKERS LIFE COMPANY

The Onward March Company

GERARD S. NOLLEN, President

Established 1879 DES MOINES, IOWA

We have openings in Ala., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.
Policies for substantial amounts (up to $5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.
Participating and Non-Participating Policies.
Same Rates for Males and Females.
Double Indemnity and Total and Permanent Disability features for Males and Females alike.
Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

NEW ENGLAND MUTUAL LIFE INSURANCE CO.

BOSTON MASS.

Chartered 1835 *Organized 1843*

The Agents of this Company, whose long History Underwrites its high Reputation, Accept a Duty and Enjoy a Privilege

Do Our Standards Appeal To You?

85 Years of Life Insurance Ideals and Service!

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON, President — GEORGE K. SARGENT, 2nd Vice-President and Manager of Agencies

34 NASSAU STREET NEW YORK, N. Y.

(CONT'D FROM PRECEDING PAGE)

Age	Life and Endow. Males	Term	Life and Endow. Females
16	25,000	.....	15,000
17	30,000	.....	15,000
18	35,000	.....	30,000
19	50,000	.....	30,000
20	65,000	$30,000	30,000
21	90,000	30,000	75,000
22	115,000	30,000	75,000
23	150,000	30,000	75,000
24	185,000	30,000	75,000
25 to 50	225,000	75,000	75,000
51	215,000	30,000	75,000
52	200,000	30,000	75,000
53	185,000	30,000	75,000
54	175,000	30,000	75,000
55	160,000	30,000	75,000
56	150,000	.....	75,000
57	135,000	.....	75,000
58	120,000	.....	75,000
59	110,000	.....	75,000
60	95,000	.....	60,000
61	80,000	.....	60,000
62	70,000	.....	30,000
63	55,000	.....	30,000
64	45,000	.....	15,000
65	30,000	.....	15,000

PAID-UP POLICY DIVIDENDS

Mutual Life Has Announced Its Scale for 1929 on Contracts Issued After Jan. 1, 1907

The Mutual Life has announced its 1929 annual dividends per $1,000 on paid-up life policies and existing dividend additions on life policies issued on or after Jan. 1, 1907:

Attained Age in 1929	Cash Dividend Per $1,000	Attained Age in 1929	Cash Dividend Per $1,000
11	$ 5.61	46	$ 9.46
12	5.67	47	9.65
13	5.73	48	9.83
14	5.80	49	10.02
15	5.87	50	10.21
16	5.94	51	10.41
17	6.01	52	10.62
18	6.08	53	10.82
19	6.15	54	11.04
20	6.23	55	11.26
21	6.32	56	11.47
22	6.40	57	11.69
23	6.49	58	11.92
24	6.58	59	12.14
25	6.67	60	12.38
26	6.77	61	12.60
27	6.87	62	12.84
28	6.97	63	13.07
29	7.08	64	13.29
30	7.19	65	13.53
31	7.30	66	13.77
32	7.42	67	14.00
33	7.54	68	14.22
34	7.66	69	14.46
35	7.79	70	14.69
36	7.92	71	14.91
37	8.05	72	15.12
38	8.19	73	15.34
39	8.33	74	15.54
40	8.48	75	15.75
41	8.63	76	15.95
42	8.79	77	16.13
43	8.95	78	16.32
44	9.11	79	16.51
45	9.29	80	16.70

ISSUES REVISED RATE BOOK

Des Moines L. & A. Reduces Premiums and Introduces New Policies—Liberalizes Provisions

With the issuance of a new rate book, Jan. 1, the Des Moines Life & Annuity offers an expansion of service that places it in line with the most advanced life insurance programs. There has been a general reduction of premiums on nearly all policies previously issued.

In additional to the policy plans in the old rate book, the new one contains the following forms: 30-payment life, endowment at 65, 20-pay endowment at 65, endowment at 60, 20-pay endowment at 60, semi-endowment at 65 and term to 65.

Annuity rates are quoted both on the single premium basis and on the investment annuity plan, which consists of annual deposits for the purchase of the life annuity at any age elected by the annuitant. The investment annuity carries a death benefit and cash value. A new juvenile policy is included which grants a full death benefit at age 5 or older. This is issued on the 20-payment life endowment at age 85 plan. Deferred survivorship annuity rates are quoted which may be applied under separate agreement form to any policy issued. Total and permanent disability rates are substantially raised, and a 90-day clause retroactive for 90 days included. Double indemnity is granted for $1.50 per $1,000 on the continuous premium plan for all policies and ages.

The new policies contain no restric-

Help! Help!

THIS is not a cry for help.

It is an offer.

We offer to help any one who measures up to our requirements and who is not connected with any other company—help him to write more business and therefore to make more money.

We can't go out and write the business, but we can—and do—get prospects ready to be written.

We do this by Direct Advertising to prospects whose names are sent to us by agents.

Our system has been praised by authorities—and, what is more important, it has worked with marked success for those agents who have used it according to directions.

It is composed of letters and booklets on the various needs for Insurance, so that an agent may select the material which best suits his prospect.

Any one, not now under contract, who wishes to learn more of this modern way of writing more business, will receive the facts if he will put his name and address on the lines below and send them to us. (Signing on these lines will cost nothing.)

.....
Name

.....
Address

Great Northern Life Insurance Company

110 S. Dearborn St.

Chicago

tions as to residence, travel or occupation, except that death occurring within one year as a result of a ride in an airplane is not covered unless the insured be a fare paying passenger on an established route.

Among other changes are the following: Interest on policy loans is not payable in advance. The premium loan may be made the automatic non-forfeiture provision by making application at the time the policy is applied for or thereafter. The surrender charge on the regular policies in no case exceeds 1 percent of the face of the policy and is eliminated after the ninth year. Unless beneficiary is irrevocable, the insured has full control under the policy. Cash and loan values are available at any time after three annual premiums have been paid and payment may not be deferred for more than sixty days. Premiums may be paid semi-annually or quarterly the first year. Five installment settlement options are granted, all participating, with trust service available in three of them. Trust service is also available with the deferred survivorship annuity agreement, making a total of ten forms of income settlement. Premium rates are quoted for ages 10 to 60 inclusive.

Mutual Lifes Dividends for 1929

For the sixth consecutive year, the Mutual Life of New York has announced an increased dividend schedule, the 1929 scale showing a slight increase in all classifications, as well as an increase in the interest factor. The company's interest rate for 1929 will be 4.8, instead of 4.7 as now in force.

Illustrating the changes made, at age 30 the new schedule shows the following dividends: Ordinary life, $7.41; 20-payment life, $8.61; 20-year endowment, $9.65. The old schedule showed the following: Ordinary life, $7.24; 20-payment life, $8.49; 20-year endowment, $9.53.

ORDINARY LIFE

Issued in	Policy Year	Age at Issue 20	25	30	35	40	45	50	55
1928	1	$ 6.44	$ 6.88	$ 7.41	$ 8.06	$ 8.93	$10.08	$11.87	$14.37
1927	2	6.76	7.21	7.76	8.46	9.37	10.61	12.49	15.05
1926	3	6.88	7.35	7.93	8.66	9.62	10.95	12.92	15.52
1925	4	7.00	7.49	8.11	8.88	9.88	11.30	13.36	16.00
1924	5	7.12	7.65	8.29	9.09	10.15	11.66	13.79	16.47
1923	6	7.25	7.80	8.47	9.31	10.42	12.04	14.23	16.94
1922	7	7.38	7.96	8.65	9.53	10.73	12.41	14.66	17.42
1921	8	7.51	8.12	8.84	9.77	11.04	12.80	15.07	17.88
1920	9	7.65	8.29	9.05	10.01	11.36	13.20	15.49	18.33
1919	10	7.79	8.45	9.24	10.26	11.69	13.59	15.90	18.79
1918	11	7.94	8.62	9.46	10.52	12.04	13.98	16.31	19.23
1917	12	8.09	8.80	9.67	10.80	12.38	14.36	16.73	19.67
1916	13	8.25	8.98	9.89	11.09	12.74	14.73	17.14	20.10
1915	14	8.41	9.18	10.12	11.39	13.10	15.10	17.53	20.50
1914	15	8.57	9.37	10.35	11.70	13.46	15.48	17.93	20.91
1913	16	8.74	9.57	10.59	12.02	13.82	15.85	18.32	21.29
1912	17	8.91	9.77	10.86	12.34	14.17	16.22	18.71	21.67
1911	18	9.08	9.98	11.13	12.67	14.50	16.59	19.08	22.01
1910	19	9.27	10.20	11.42	13.01	14.85	16.94	19.44	22.32
1909	20	9.45	10.42	11.71	13.34	15.19	17.30	19.79	22.63
1908	21	*	10.65	12.01	13.68	15.53	17.65	20.13	23.16
1907	22	*	10.91	12.32	14.00	15.87	18.00	20.46	23.67

TWENTY PAYMENT LIFE

1928	1	$ 7.64	$ 8.08	$ 8.61	$ 9.26	$10.07	$11.14	$12.77	$15.06
1927	2	8.09	8.55	9.10	9.79	10.63	11.78	13.48	15.81
1926	3	8.34	8.82	9.40	10.12	11.01	12.23	14.00	16.34
1925	4	8.60	9.11	9.72	10.47	11.40	12.69	14.54	16.89
1924	5	8.87	9.40	10.04	10.83	11.80	13.18	15.07	17.44
1923	6	9.14	9.71	10.37	11.20	12.21	13.68	15.61	17.98
1922	7	9.42	10.02	10.71	11.57	12.66	14.18	16.14	18.54
1921	8	9.72	10.34	11.06	11.96	13.11	14.69	16.65	19.09
1920	9	10.02	10.68	11.43	12.37	13.59	15.22	17.19	19.62
1919	10	10.34	11.02	11.81	12.79	14.08	15.75	17.72	20.17
1918	11	10.67	11.37	12.20	13.22	14.58	16.28	18.25	20.71
1917	12	11.00	11.73	12.60	13.69	15.09	16.81	18.80	21.26
1916	13	11.34	12.11	13.01	14.16	15.62	17.34	19.34	21.79
1915	14	11.71	12.50	13.44	14.65	16.15	17.87	19.88	22.31
1914	15	12.07	12.90	13.89	15.15	16.69	18.42	20.43	22.84
1913	16	12.45	13.32	14.34	15.68	17.24	18.96	20.98	23.36
1912	17	12.84	13.75	14.83	16.21	17.79	19.52	21.53	23.89
1911	18	13.25	14.19	15.33	16.75	18.33	20.09	22.09	24.42
1910	19	13.67	14.65	15.85	17.31	18.90	20.65	22.65	24.94
1909	20	14.11	15.13	16.38	17.87	19.47	21.23	23.22	25.48

TWENTY YEAR ENDOWMENT

1928	1	$ 8.91	$ 9.25	$ 9.65	$10.15	$10.80	$11.68	$13.15	$15.29
1927	2	9.62	9.95	10.35	10.85	11.50	12.43	13.93	16.08
1926	3	10.14	10.47	10.87	11.36	12.02	12.98	14.53	16.66
1925	4	10.68	11.01	11.41	11.90	12.57	13.56	15.14	17.26
1924	5	11.24	11.56	11.96	12.45	13.13	14.16	15.75	17.85
1923	6	11.81	12.14	12.53	13.03	13.70	14.78	16.37	18.44
1922	7	12.41	12.73	13.12	13.61	14.32	15.41	16.98	19.05
1921	8	13.02	13.34	13.73	14.22	14.95	16.05	17.59	19.65
1920	9	13.66	13.98	14.36	14.85	15.60	16.71	18.21	20.24
1919	10	14.32	14.64	15.01	15.51	16.27	17.37	18.84	20.85
1918	11	15.01	15.32	15.69	16.19	16.96	18.04	19.47	21.45
1917	12	15.71	16.02	16.39	16.90	17.67	18.72	20.12	22.06
1916	13	16.45	16.74	17.11	17.62	18.39	19.40	20.77	22.66
1915	14	17.23	17.50	17.86	18.38	19.13	20.09	21.42	23.26
1914	15	18.01	18.28	18.64	19.15	19.88	20.80	22.09	23.87
1913	16	18.82	19.09	19.44	19.95	20.65	21.52	22.76	24.48
1912	17	19.66	19.93	20.28	20.77	21.43	22.27	23.46	25.11
1911	18	20.54	20.79	21.14	21.61	22.22	23.02	24.16	25.75
1910	19	21.44	21.69	22.03	22.47	23.04	23.79	24.88	26.40
1909	20	22.38	22.62	22.94	23.35	23.88	24.59	25.63	27.10

FIFTEEN PAYMENT LIFE

1928	1	$ 8.35	$ 8.85	$ 9.44	$10.15	$11.03	$12.14	$13.81	$16.10
1927	2	8.87	9.39	10.02	10.77	11.68	12.89	14.63	16.95
1926	3	9.20	9.75	10.41	11.20	12.16	13.45	15.26	17.59
1925	4	9.54	10.12	10.83	11.65	12.66	14.03	15.91	18.24
1924	5	9.90	10.51	11.24	12.11	13.18	14.62	16.55	18.90
1923	6	10.26	10.91	11.67	12.59	13.71	15.24	17.21	19.56
1922	7	10.63	11.32	12.12	13.08	14.27	15.86	17.86	20.23
1921	8	11.02	11.74	12.58	13.59	14.85	16.50	18.50	20.91
1920	9	17.24	17.58	17.96	18.43	19.12	20.10	21.38	23.12
1919	10	18.21	18.54	18.92	19.38	20.07	21.02	22.26	23.95
1918	11	12.28	13.10	14.07	15.22	16.70	18.49	20.52	22.94
1917	12	12.72	13.58	14.59	15.82	17.35	19.16	21.21	23.64
1916	13	13.18	14.08	15.14	16.43	18.02	19.84	21.91	24.33
1915	14	13.66	14.60	15.71	17.06	18.70	20.53	22.61	25.03
1914	15	14.15	15.13	16.29	17.71	19.38	21.24	23.34	25.75

FIFTEEN YEAR ENDOWMENT

1928	1	$10.38	$10.75	$11.18	$11.68	$12.35	$13.23	$14.64	$16.68
1927	2	11.32	11.68	12.10	12.60	13.26	14.18	15.61	17.64
1926	3	12.08	12.44	12.86	13.35	14.01	14.95	16.40	18.39
1925	4	12.87	13.22	13.64	14.13	14.79	15.76	17.21	19.16
1924	5	13.69	14.04	14.44	14.93	15.59	16.58	18.03	19.93
1923	6	14.53	14.88	15.28	15.77	16.42	17.43	18.86	20.71
1922	7	15.40	15.74	16.14	16.62	17.30	18.30	19.69	21.51
1921	8	16.30	16.64	17.03	17.51	18.19	19.19	20.53	22.32
1920	9	17.24	17.58	17.96	18.43	19.12	20.10	21.38	23.13
1919	10	18.21	18.54	18.92	19.38	20.07	21.02	22.26	23.95
1918	11	19.22	19.54	19.91	20.37	21.05	21.97	23.15	24.79
1917	12	20.26	20.57	20.94	21.40	22.06	22.93	24.06	25.64
1916	13	21.33	21.64	22.00	22.45	23.09	23.90	24.99	26.52
1915	14	22.48	22.75	23.10	23.54	24.14	24.91	25.95	27.41
1914	15	23.63	23.90	24.24	24.66	25.22	25.94	26.93	28.33

*Premium rate at age 21 at issue charged.

YOUR OPPORTUNITY

Are you ready to broaden?

Regional Manager or General Agent.
Splendid inducements.

We have had 21 years consistent growth and are now in an extensive expansion program.

Agency Department under men who understand your problems.

We have a special contract for choice territory in Minnesota—South Dakota—Nebraska—Iowa.

Honesty—Ability to write new business and build an agency are the essential qualifications.

Write us in confidence to see if our desires and qualifications are mutual.

Address **H-40**
Care The National Underwriter

The Ohio National Life Insurance Company of Cincinnati, O.

— 86% Insured —

A recent survey under the direction of a committee appointed by the Life Insurance Sales Research Bureau, shows that 86% of the male population of the United States carry $1,000 or more life insurance.

Your new insurance must come from the 14% uninsured and from additional insurance on the 86% who carry insurance.

With juvenile and substandard policies for the uninsured, and plans and policies for program insurance for the insured, The Ohio National Life Insurance Company is especially equipped to help agents solve these new underwriting problems.

For information write

The Ohio National Life Insurance Company

T. W. Appleby, President — Cincinnati, Ohio — E. E. Kirkpatrick, Sup't of Agencies

Security—

¶ When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co.
Newark, N. J.
Organized 1845

T-H-E COMBINATION I-D-E-A-L

Liberal policies
—
Good territory
—
Agency—Building *Co-Operation* from Home Office
—
Efficient Claims Service

SUCCESSFUL
-- NATIONAL
-- AGENCIES

Are you making PROGRESS? If not, are you willing to spend TWO CENTS to learn WHY National Casualty salesmen forge ahead continually?

We have a full line of Commercial, Industrial, Group and Deferred Payment Accident and Health policies. A connection with this company will be the TURNING POINT IN YOUR LIFE.

NATIONAL CASUALTY COMPANY
Detroit, Michigan
W. G. Curtis, President

PERSONAL INTEREST—

There is a bond of sympathetic interest between this Company and its Field Men which is forging both ahead. Maybe you could reach a higher goal in this atmosphere?

Possibly your section is open. A letter, in confidence, will secure this information.

A. L. Key, President J. M. Mitchell, Agency Manager

THE VOLUNTEER STATE LIFE INSURANCE COMPANY
Chattanooga, Tennessee
Faithfully Serving Insurers Since 1903
Operating in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia. DNU

OPPORTUNITY!

Desirable Territory Open for General Agencies. Liberal Contracts.

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Insurance Company
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"It's a Good Policy"
MORE NEW POLICIES
Retirement Income Policies
(income to the insured)
LOW COST PREFERRED RISK POLICY
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clearly define contractual rights of all parties interested
Completely Revised Plain English Policy Forms
that will particularly appeal to the conscientious life underwriter
Write for Information
Philadelphia Life Insurance Co.
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A REAL OPPORTUNITY AT DAYTON, COLUMBUS AND MANSFIELD, OHIO
Presents itself for a high grade producer and agency builder for the position of Manager. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

THE GREAT AMERICAN LIFE INSURANCE COMPANY

Stephen M. Babbit
President

HUTCHINSON, KANSAS

NEWS OF LOCAL ASSOCIATIONS

CLEVELAND ELECTION HELD

Vernon Kroehle of Mutual Benefit Life Heads Life Underwriters for Coming Year

CLEVELAND, Dec. 27.—At the December meeting of the Cleveland Life Underwriters Association the following officers were elected for the ensuing year: President, Vernon Kroehle, special agent of the Mutual Benefit Life; first vice-president, E. R. Ferguson, manager of the Mutual Life of New York; second vice-president, Walter E. Baker, Penn Mutual Life; treasurer, Fred W. Weiner, Equitable Life of New York; secretary and managing director, M. L. Hoffman.



VERNON KROEHLE

In addition to the election of officers, the association had the opportunity of listening to A. H. Kollenberg, with the Mutual Benefit Life at Grand Rapids, Mich. Mr. Kollenberg's subject was "Corporation and Partnership Insurance."

* * *

Hartford—At a meeting of over 100 members of the Hartford association, John C. McNamara, head of the McNamara agency, New York, spoke on "Sales Personality." Col. D. Gordon Hunter was toastmaster.

* * *

Minneapolis.—Leon A. Triggs of the Berkshire Life was reelected president of the Minneapolis association at the annual meeting. Harry Kavel of the Aetna Life was made vice-president, and Rollo Wells of the Northwestern National Life secretary. N. C. Patterson was reelected treasurer. J. Walker Godwin of the Penn Mutual presented Mr. Triggs with a silver loving cup in behalf of the association in remembrance of his efficient and unselfish service to life insurance. A further tribute was paid to him when a fine set of golf clubs and bag were presented to Mr. Triggs by Jack Savlan, representing a group of managers and agents who had been in close contact with Mr. Triggs the past year.

The success of the association's efforts in 1928 are well represented by the increase in membership from 114 at the end of 1927 to 221 at the present time. President Triggs announced a gift of $1,000 to the American College of Life Underwriters by President O. J. Arnold of the Northwestern National Life. A unanimous vote of thanks was voted to Mr. Arnold.

* * *

Buffalo—A theme in keeping with the season was selected by Harry C. Spillman, educational director of the Remington-Rand Company, in his address before the Buffalo Association last week.

F. A. G. Merrill, past president of the association, spoke in eulogy of the late Walter J. Shepard, honorary life president of the Buffalo Association. President Edward W. Selvage presided at the luncheon, at which more than 200 were present. Stanley P. Marsh was chairman of the special committee named to arrange the Christmas program.

* * *

Mason City, Ia.—The Mason City district association held a meeting Saturday with H. E. Hanson, branch manager of the Standard Oil company, speaking to the gathering on "Salesmanship." Invitations were extended to all insurance men in the vicinity, and a good attendance resulted.

* * *

Davenport, Ia.—Dr. Walter A. Jessup, president of the University of Iowa, addressed 125 members of the Davenport association last week on "The Changing World." The address is one of a series of addresses by speakers of national importance, sponsored for the winter by the Davenport association. In the absence of President Karl Madden, H. C. Hall acted as chairman.

* * *

San Francisco—Life underwriters of San Francisco are looking forward to the arrival of Roger B. Hull, managing director of the National association, who is expected to reach San Francisco in February. Plans are under way to hold the annual sales congress of the San Francisco and Oakland associations during his visit in order that he may meet with and address the two organizations.

Theophil Leonard Fritzen was winner of the turkey at the party held by the San Francisco association last week. More than 125 members were in attendance, receiving the many handsome gifts donated by general agents and managers. D. O. Colegrove, superintendent of agencies for Northern California for the Reliance Life, was the principal speaker.

* * *

Galesburg, Ill.—J. Walter Tarpy was elected president of the Galesburg association at the annual meeting last week. Lee McConnell was chosen vice-president and Sidney Wirt, secretary-treasurer. Members of trust departments of the local banks were guests at the meeting and joined in the discussion of insurance trusts.

* * *

Peoria, Ill.—Because of the prevalence of flu in this city the life underwriters' association Christmas party for the children, which was to have been held last Friday, was cancelled.

* * *

Waukegan, Ill.—Marc A. Law, associate general agent of the National Life of Vermont in Chicago, will speak on "Business Insurance" at a special meeting to be held Jan. 11 by the insurance division of the Waukegan-North Chicago Chamber of Commerce.

It will be a luncheon meeting held and the audience will consist principally of lawyers, bankers and business men brought as guests by the insurance fraternity of Waukegan and vicinity. Burnett S. Love, president of the insurance division, has charge of the arrangements and will preside.

* * *

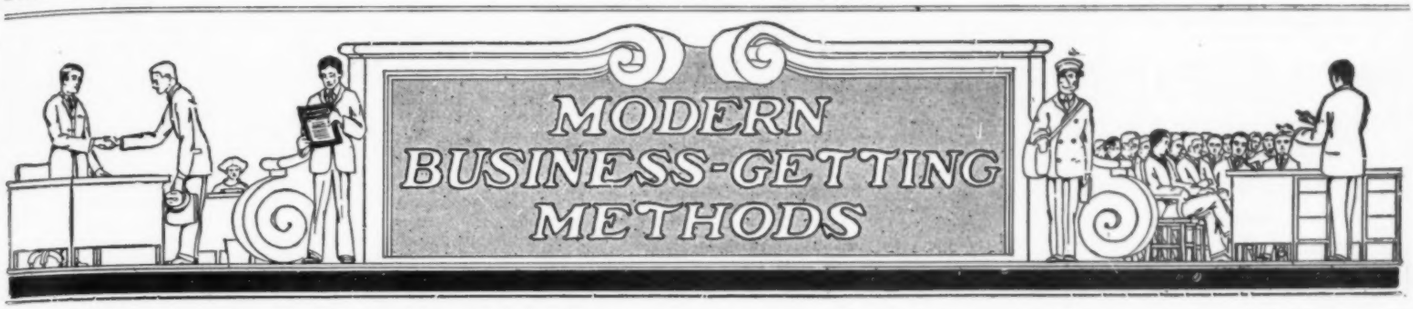
Toronto—The officers elected at the annual meeting of the Toronto association are: President, Frank C. Hoy, Canada Life; first vice-president, B. Newton Jory, Great West Life; second vice-president, Spencer Gale, Metropolitan Life.

* * *

South Bend, Ind.—The South Bend association held a Christmas party at its regular meeting last week. The usual speaking program was dispensed with. President John F. DeHaven and Secretary Henry Chillas acted in the role of Santa Claus.

* * *

Winnipeg, Man.—At the annual meeting of the Winnipeg association J. H. Shook of the Imperial Life was elected president for the ensuing year. Other officers elected were: Vice-president, E. Henselwood, Monarch Life; secretary, W. A. Kennedy, Manufacturers Life; treasurer, L. M. Ritchie, Mutual Life of Canada. The following directors were elected: Wallace Landress, Sun Life; Ken Sutherland, Sovereign Life; A. T. Forsythe, New York Life; Vic. Coppley, London Life; J. E. McIlroy, North American Life.



Miss Alice E. Roche Tells Details of Successful Direct Mail Campaign She Conducted for Paret Agency in Camden

MISS ALICE E. ROCHE, office manager of the Louis G. Paret agency of the Provident Mutual Life in Camden, N. J., outlined the handling of direct mail advertising in a recent address.

Every member of the Paret agency is assessed a service charge of $10 a month for the mail order campaigns. For that, the agent has the opportunity of submitting 250 names or else the agency gets the list up for him and then circularizes those on the list. Through the service charge, she said, the agent is tied up in cooperation with the campaign.

Spent Four Months Getting Up Names

She stated that before the Paret agency started on its campaign, she spent four months in getting up a reservoir of names. She wrote civic and other organizations for lists of their members.

She said that a direct-mail campaign is not very costly. She began with one girl as an assistant. She now has two. Letters are sent out every two months—not too frequent to annoy the prospect. All the letters are well processed and they all contain enclosures.

There are two reasons for such a campaign. The tangible one is increased business. The intangible, increased appreciation of the agents. The real aim, however, she declared, was the merchandising of life insurance service.

Based on Definite Pointed Channels

A direct-mail campaign, she asserted, must be based on definite pointed channels. The Paret agency, she said, has the following five points: 1. Educating the prospect to many varied uses of life insurance. 2. Breaking down sales resistance. 3. Making letters junior salesmen. 4. Establishing contact with policyholders. 5. Building up of clientele.

Such a campaign, said Miss Roche, fulfills the mission of keeping the agent in the prospect's mind. In the letters, a vivid picture is painted of what life insurance can do.

Each Letter Different; Has Definite Purpose

Each letter of the series of appeal is different and each is pointed to some definite purpose. Sooner or later, she said, it will strike at some vulnerable point. She told her audience to remember that the agent is always the ignition spark and that he makes the sale. The letters are sent out only to keep him in the mind of the prospect until he gets there. The letters are written in the language and around the thoughts that particular agent uses.

She said that as soon as a policyholder goes on the books, he also goes on the mailing list. However, no "business" letters are sent him unless the agent so requests. Six good will letters are sent this list a year.

Agent Told He Is in Business for Lifetime

She said that when a new agent comes into the business, it is pointed out to him that he is in the business not for a day or a year but for a lifetime. He can't call on all his prospects. Letters are the only method of keeping him in the prospect's mind.

"Cater to the agent," she declared, "make him feel the campaign is draped around him."

Six letters are sent out before the lead card is given the agent. With the lead card, the agent gets resume of each letter and the date sent. There was very little difficulty if there has been a reply.

Memorandum Book Often Brings Many Requests

Miss Roche told of how she was idealistic when she first entered the business and thought that a direct-mail campaign should deal only with the broader aspects of life insurance. One day she took a list of non-repliers, got up a contact letter, telling them that the agency had a memorandum book for them. "And the replies poured in." She remarked that she still doesn't think very much of the memorandum book. But, when she gave the lists to the agents, some of them told her later that it was the best list they had ever had, "and it was the same one they had had before and couldn't sell." On the subject of the contact letter, she said that the agent was told not to feel disappointed if he didn't sell the prospect. That the idea was not to sell a policy but to make a friendly contact call. And in the future, the prospect, instead of throwing the letters in the waste-basket,

THE FEDERAL RESERVE LIFE INSURANCE COMPANY

E. W. MERRITT, Jr., President

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3401 Michigan Ave.

Home Office:
Kansas City, Kansas

Insurance in Force - - $73,000,000.00
Assets - - - - - - 7,000,000.00

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would think of them as personal letters.

The results of the Paret campaign, she said, were:

1. Intangible—new agents who have heard of us.

2. Tangible—average financial return to the agent of 478 percent for the money he has put in.

Miss Roche said that the main idea in the campaign was to convince agents of the benefits of direct-mail advertising, and to circularize men they couldn't sell.

She pointed out that many agents think direct mail advertising is where they send out 100 letters and have 99 people waiting for them the next day. As a matter of fact, she said, 3 or 4 percent returns were very good. Her returns had been 8 percent, which was very high. It was high enough and her campaign was good enough for her to win the cup of the Direct Mail Advertising Conference for the last two years.

She said that sending out the letters was par. All returns were that much over par. The average case written on direct mail by the Paret agency was $6,970.

She declared that the Paret agency relies absolutely on direct mail for getting new agents. Two letters are sent, each with inclosures. The average reply is 5 percent.

She stated that they had made a study of the successful men in the agency and circularized men in that group. Policyholders are also written for recommendations and whether they would be interested.

"But we find that the recommendation of policyholders is quite poor," she said. "It still seems to lurk in the policyholder's mind that life insurance is a reservoir for those who have failed."

Direct mail campaign for new agents has secured eight men for the agency in the last year and a half, she stated.

Penn Mutual Officials Organize Authors' Club

THE "Penn Mutual Authors' Club," a conception of Vice-President Hugh D. Hart, has been formed. The object of this club is to encourage the publishing by Pen Mutual men and women of books on life insurance that shall be helpful to all in the business. Among the founding members are men of high reputation as life insurance authors, and their counsel will be available to prospective Penn Mutual authors.

President William A. Law is the author of "Cotton," descriptive of cotton raising and marketing and of its status in the economic fabric of the country. And "How to Build Up a Bank's Business," is very well known in the banking realm.

Hart's Book Successful

Vice-President Hart has published a book, which was an instant and persisting success—"Life Insurance as a Life Work." John A. Stevenson has published five books on life insurance selling.

John B. Duryea, general agent in San Francisco, has been known for years as one of the master teachers of life insurance salesmanship, and his several books have a heavy and increasing circulation.

Ralph G. Engelman, general agent in New York, who is also an instructor in life insurance at New York University, is the author of "Making Sales Contracts," put on the market a few months ago, and he has another volume in preparation.

E. Paul Huttinger, head of the research department, and a tax expert of wide repute, is the author of "The Law of Salesmanship," one of the books in the series edited by Dr. S. S. Huebner.

Carroll Frey of the editorial department is an authority on olden days in Philadelphia and two years ago he wrote for the company, as its contribution to the Sesquicentennial Exposition, "The Independence Square Neighborhood." He is also author of "The Bibliography of Henry L. Mencken."

J. Elliott Hall, the widely known monthly income advocate, a general agent in New York City, is preparing a book dealing with that timely and important subject. John P. Davies, general agent at Oakland, Cal., has a fieldman's volume in preparation, to be issued shortly.

Vincent B. Coffin, director of education, while not yet having issued a book is the author of "First Steps," and of many salesmanship treatises which have been made available to the life insurance fraternity throughout the country.

Herbert Adam, assistant counsel, who is also professor of insurance law at Temple University in Philadelphia, is preparing a volume on insurance law. Stewart Anderson, of the bureau of field service, is the author of a book of instructions for toastmasters.

Occidental Life

The Occidental Life of Los Angeles has issued a new policy for children under 10 years of age. The policy will be issued on the 20-payment endowment at 85, and the 20-year endowment plans. If the child is aged 5 years or over the full $1,000 insurance becomes effective immediately the policy is issued. If the child is under age 5 insurance starts at less than $1,000 and steps up to $1,000 when the child reaches nearest age 5. No disability benefits are issued to children under age 15, but the parent or guardian may be insured for waiver of premiums under the juvenile policy.

The Occidental has also announced that policies dated on and after Jan. 1 and issued under any of the plans for amounts less than $2,500 may be issued with the waiver of premium disability provision but not with the monthly income disability provision.

Disability benefits of less than $25 a month are not large enough to be of real value to the insured and the expense, time and labor involved in handling such small claims are out of proportion to the premiums received.

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In city of over half million population. Open December Fifteenth.

Exceptional opportunity for a live producer to make at least $500 per month, under a liberal General Agency contract and at the same time

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For Old Age or his dependents

If you can qualify for this opportunity, give full details of all past business connections in your first letter, which will be treated as confidential.

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Two unusual opportunities with strong aggressive mid-western old-line life company now about 14 years old; approximately thirty-five millions of insurance, ample assets and surplus. In city of 500,000 population. Prefer man age 33 to 45, happily married, with some financial resources, and actual experience in supervision. Address at once **H-55,** The National Underwriter.

A THOUGHT FOR LIFE INSURANCE

"There is a destiny which
make us brothers;
None goes his way alone.
All that we send into the
lives of others
Comes back into our own."

DIRECTORY OF LIFE INSURANCE

ILLINOIS

ROBERT F. PALMER
General Agent for Illinois
BERKSHIRE LIFE INS. CO.
of Pittsfield, Mass.
105 So. La Salle
CHICAGO, ILLINOIS



CHICAGO HISTORICAL AND INSURANCE EXCHANGE NUMBER

The National Underwriter

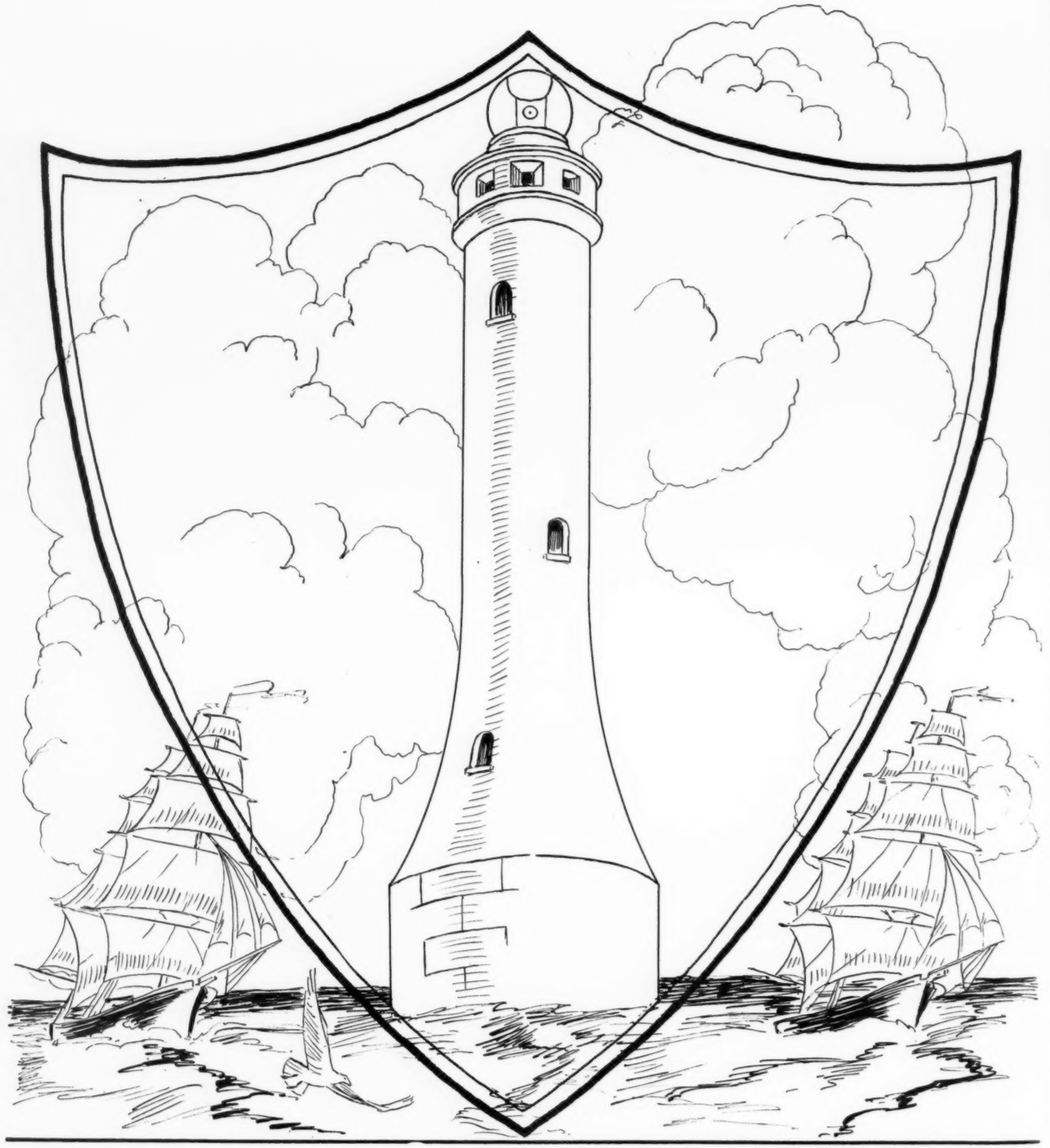
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HEAD OFFICE NEW YORK CITY

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539 INSURANCE EXCHANGE

JOSEPH E. CALLENDER, RESIDENT MGR. OGDEN DAVIDSON, ASST. RESIDENT MGR.



THIS special edition is larger in size than any previously published by THE NATIONAL UNDERWRITER. In fact, so far as we have been able to determine, it is the largest single issue ever published by any insurance newspaper. It contains an unequaled amount of both reading matter and advertising. In all modesty it may be referred to as an achievement in insurance journalism. We believe that insurance men, wherever located, will find the material in this number to be of unusual interest.

THERE has never before been an effort to record in this manner the insurance history of Chicago. Much has been written about the great fire of 1871 and the insurance loss that it entailed, but the progress of insurance from that day to the present time has not had much attention from the few insurance historians who have from time to time written articles. In this issue we have attempted to sketch, so far as that is possible, something of the progress of the business from the time of Chicago's famous conflagration. We have recorded the recollections of those who were prominent in the business in the "gay '90s" and after the turn of the century. We have drawn upon all available sources for comment upon the personalities of those who loomed large in the business during the days when Chicago was first commencing to emerge as a real metropolitan center.

WE believe that insurance journals generally have too much neglected the historical side of the business and that from time to time there is a great deal of interest that might be printed of a biographical and historical nature. At any rate, the insurance men of Chicago have shown the greatest interest in the publication of this special edition and have gone out of their way in numerous instances to provide us with useful material.

IT is especially fitting that this issue be broadcast at the time when the greater Insurance Exchange building in Chicago has been completed and occupied. This structure is a material manifestation of the contribution that insurance has made to the growth and development of Chicago. This great building, occupying an entire city block and rising to a height of 22 stories, contains upward of 14,000 people who earn their livelihood from the insurance business. The second section, fronting on Van Buren street, which was completed late this fall, is now almost entirely occupied, and this in spite of the fact that it represents a doubling in size of the original building. All of this has been accomplished with very little moving in of outside tenants. That is, most of the space in the new section of the Insurance Exchange building has been taken by tenants originally located in the older section who felt the need of larger quarters but who could not get them in the old building.

There is no place else in the world a building that even remotely compares with the Insurance Exchange in Chicago. New York, London or any other large insurance center has nothing that can approach it. It is the largest office building in Chicago and one of the great business buildings of the world. It stands as a monument to insurance. The extent of the insurance business in Chicago is perhaps not realized even by insurance men, most of whom are inclined to think of New York as the great insurance center of the United States. It should not, however, be forgotten that the growth of Chicago during the past 15 years has been unequaled by that of any other city in the world.

CHICAGO has gone ahead so rapidly and has engaged in such an extensive program of building that it has outstripped all possible rivals. Its growth and advancement have been so vast as to be almost unbelievable. Its population now exceeds 3,500,000 and it will not be 100 years old until 1933. From a raw prairie city it has gone forward at an astounding rate and has overcome the most discouraging obstacles.

MANY perhaps do not remember that following the well known conflagration of 1871 there was another devastating fire in Chicago in 1874 that would have been enough to break the spirit of almost any other city. It would perhaps be tiresome to set forth in detail the numerous first positions that Chicago occupies so far as business is concerned. It is, of course, first as a packing center, it is the largest railway center in the world and we might go on down the line enumerating one thing after another. That, however, is not the point. We merely want to make it clear that from an insurance standpoint Chicago is one of the foremost cities of the world, and at its present rate of growth is destined to go far beyond its existing record.

IT will doubtless be illuminating to many to learn that the fire insurance premiums collected in Cook county exceed those collected in the entire states of Ohio and New Jersey, both of which contain

many large cities. They are equal to two-thirds of the premiums written in the New England states. They are in excess of the premiums collected in any state in the Union except New York, Pennsylvania and California. Finally, they amount to one-sixth of the premiums written in all of the so-called Western Union territory, which consists of 17 middle western states. This will be a revelation to many who have not before seriously considered the large amount of fire insurance business written in Chicago and its immediate suburbs.

THE same story might be told of life and casualty insurance. There is written today more life insurance in Chicago than in any other city in the world except New York. The companies writing the largest business, such as the New York Life, Equitable of New York, Mutual Life of New York, Aetna, Travelers, Metropolitan, Prudential and others have dotted the city with branch offices. Twenty years ago most of these companies had only one office which was located in the heart of the financial district. As the business producing possibilities were realized they have established numerous branches or general agencies, recognizing that the city is large enough to be handled very much as New York has been for several years.

WHILE it should not be pretended that Chicago can produce home companies to match the life companies of New York, it is, nevertheless, true that its home companies have greatly developed in importance during the past quarter of a century. Most of them now have handsome home office buildings of their own and many of them are well past the $100,000,000 mark of life insurance in force. They have become important factors in the life insurance production not only of Chicago, but of most of the middle west.

THE casualty business in Chicago has not been behind in its development. According to the best available statistics there was just about 100 times as much casualty insurance written in Chicago in 1927 as there was in 1893, the year of the World's Fair. This is an increase of practically 10,000 percent. We especially call the attention of all readers to the article on the growth of the casualty business in Chicago and the personalities responsible for it, written by William S. Crawford, insurance editor of the New York "Journal of Commerce," which is to be found in another section of this issue.

SOME fire insurance men have come to the belief that Chicago is declining as a fire insurance center, owing to the fact that in recent years several important western departments have been removed to New York City. It is true that these changes in department headquarters have, of course, reduced to at least some extent the importance of Chicago as a supervising center, but this has nothing to do with the production of premiums in the Chicago area. The writing of local business is not influenced by the location of a western department in Chicago as will be seen by the fact that many companies not having a western department in Chicago produce more business than those whose western departments are and have been for many years in Chicago.

IT is entirely possible that the removal of a number of western departments to New York will result in the creation of more local companies in Chicago. One new company of large proportions is just completing its organization in Chicago. It is expected that others will enter the field. Observers have pointed out that cities having numerous supervising departments seldom develop many large or important home companies. This has undoubtedly been the case with Chicago. The western departments have constituted units that are entirely comparable to separate home offices, and unquestionably any city containing a large number of supervising departments can seldom boast of many important home companies. Aside from Chicago we can point to the cases of Atlanta, Ga., from which point the southeast is supervised and San Francisco, Cal., where the Pacific Coast departments of most companies are located.

CHICAGO'S big place in the insurance sun, however, should be given to it because of its heavy production of premiums. Because of its heavy premium contribution Chicago ranks high as an insurance center. Its insurance history is, as a consequence, of value and interest. We are convinced that the articles in this issue relating to the agencies, branch offices and departments in Chicago have a distinct value of their own. A company contemplating entering Chicago, for instance, would do well to preserve this issue and to study over what it has to say about the agencies and offices in Chicago.

THE preparation of this issue has been a stupendous task. It has not been easy to ferret out the vaguely known and half remembered facts. It would not have been possible to have produced this wealth of material if the insurance men of Chicago has not been, not merely willing, but eager, to contribute everything that they thought might be of help. THE NATIONAL UNDERWRITER wishes to acknowledge its debt of gratitude to all those who so generously came forward and gave of their time and material that this issue might be made a success.

LOOKING TOWARD THE RIVER

This is the way Chicago looked, viewed northwest from the courthouse in 1858. Where the group of small frame buildings in the foreground stood there is now the Metropolitan block at 134 North LaSalle street, in which the Security Life of America has its home office. Down the street from the Metropolitan block on the Randolph street side is the big Palace theater.

The solid looking three-story building at the northwest corner of Randolph and LaSalle is the old Metropolitan Hall, one of the finest



auditoriums in the northwest at that time. Patti sang there when she was a girl. This has been in recent years replaced by the Burnham building. In the background at the corner of Wells and Randolph is shown the old Briggs House, which was recently razed, and upon the site erected the Steuben Club.

This whole area was an important part of the business district in 1858 when this picture was taken. The forest of masts along the line of the river shows that Chicago was then no mean competitor for the lake trade. —*Picture courtesy C. E. Jennings*

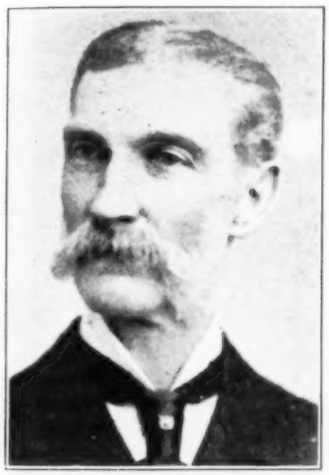
David B. Warner, who was general agent of the western department of the Phoenix Assurance, in the early days, was a native of Dayton, O. In 1880 he went to Chicago to take a position with the Phoenix, serving until his death in March, 1892.

Insurance Journals Changing

BY E. J. WOHLGEMUTH
President of The National Underwriter Company

AWAY back in '95 was issued the first publication of THE NATIONAL UNDERWRITER group, the Michigan Insurance Directory. A copy of this ancient book lies before the writer. And is there anything to revive memories like an old directory! We in Michigan at that time thought of Chicago as the hub of the insurance universe.

A MERE recital of the names of some of the Chicago stalwarts



George F. Bissell, who established the western department of the Hartford Fire, May 1, 1863, was so far as can be learned, the pioneer western manager. Mr. Bissell distinguished his office until his death in 1895. He was born at Manchester, Conn., in 1827. He became a local agent at Dubuque for the Hartford Fire and later was its special agent for Iowa. He moved to Chicago in 1861.

is enough to take us into an entirely different world from the present. What old-time insurance man does not thrill at the mention of these autocrats of pioneering days: Eugene Harbeck of the Phenix of Brooklyn; Judge Cary of the German American; E. G. Halle of the Germania; Pellet and Hunter of the Pittsburgh fleet; T. S. Chard of the Fireman's Fund; W. H. Cunningham of the Fire Association; E. S. Walker of the American Fire of New York, and C. E. Bliven of the American Fire of Philadelphia; Goodwin, Hall & Henshaw; A. Williams of the Connecticut Fire, and J. J. McDonald of the Continental; M. O. Brown of the Westchester; R. J. Smith of the Traders; D. T. Devin of the Delaware & Reliance; Joseph M. Rogers of the Queen; C. L. Whittemore of the Providence Washington; C. H. Barry and John H. Davis of the Pennsylvania; I. S. Blackwelder of the Niagara; Howard P. Gray of the Hanover; G. F. Bissell of the Hartford; J. L. Whitlock of the Glens Falls, and William E. Rollo & Son of the Girard; R. W. Hosmer & Co.; Fred S. James & Co.; B. W. French of the Orient. Down at Freeport, William Trembor of the German, and over at Rockford, Charles E. Sheldon of the American and Security; at Cincinnati, Messrs. Magill, Bennett, Law Bros. and DeCamp; at Dayton, Benjamin Marot of the St. Paul; at Detroit, J. J. Clark of the Detroit Fire & Marine, and Frank H. Whitney of the Michigan.

AMONG the foreign companies, E. L. Allen of the Royal; J. S. Belden of the London & Lancashire; W. W. Dudley of the Manchester; Wiley J. Littlejohn of the North British; George M. Fisher of the Palatine; M. F. Driscoll of the Phoenix; T. W. Letton of the Prussian National; J. M. Neuberger of the Atlas; H. C. Eddy of the Commercial Union; Witkowsky and Affeld of the Hamburg-Bremen; Dan C. Osmun of the Imperial; C. B. Gilbert of the Lancashire; William S. Warren of the Liverpool & London & Globe.

In life insurance these were the days of Hegeman, Dryden, Hyde, McCurdy, McCall, Amzi Dodd, James G. Batterson, Sheppard Homans, Morgan G. Bulkley.

In casualty insurance, of George F. Seward, G. M. Endicott, A. W. Masters.

IN the fall of 1896 the writer made his first trip to Chicago as the representative of the "Insurance Herald," now the "Insurance Field," of Louisville, to attend the meeting of the Fire Underwriters' Association of the Northwest and the first meeting, called by R. S. Brannen of Denver, of the National Association of Insurance Agents. Headquarters for visiting insurance journalists, as well as for many visiting insurance men, then were at the insurance editorial desks in the "Times-Herald" and "Inter-Ocean" offices of Champion I. Hitchcock and C. M. Cartwright. The Chicago insurance papers were the "Argus," published by C. E. Rollins; the "Investigator," by J. S. Bloomington; "Black & White," by Col. J. H. Kellogg; the "Life Insurance Independent," by Gideon L. McKean; and the "Insurance Post," by Charles A. Hewitt.

"CHARLIE" HEWITT'S star was in the ascendant and he delivered his famous toast to the ladies at the banquet of the Fire Underwriters. He and Young E. Allison were accounted the brilliant lights among the insurance editors. The "Insurance Post" was the popular paper in the west, due to Hewitt's personality and the "Insurance Herald," with its daily newspaper methods, was the best of the insurance newspapers but for news every one in the west looked to the daily "Times-Herald" and the "Inter-Ocean" insurance columns.

Of the 50 insurance journals listed in 1895, 32 are no longer published, which disposes of the statement that "insurance journals never die."

THE "Argus" was established in Chicago May 1, 1871, by George Yeager, who named it the "Herald." It was located at 78 LaSalle street. At the time of the big fire of 1871, the "Argus" office was involved and lost all its equipment in that conflagration. It was a monthly paper, but after the fire it published a weekly supplement as an extra and covered in detail many interesting incidents. In August, 1876, Charles E. Rollins, Sr., bought the "Herald," but for some reason its former proprietor refused to stay "bought." He immediately began the issue of another paper, duplicating the "Herald" as closely as possible in every particular as to style of type, make-up and color of cover. The only variation was the insertion in small type of the word "Insurance" between the first word "The" and "Herald" in the title.

OWING to some technicality in the contract of sale it was impossible to secure legal redress. The former owner, however, failed to secure the support of the insurance men and it suspended within a year. Mr. Yeager died a few years later and was never heard from in insurance journalism after the suspension of his paper. How-



E. J. Wohlgemuth, president of THE NATIONAL UNDERWRITER, *who has set down on this page his recollections of insurance journals of other days and their owners, has been in insurance journalism since he was a boy. He began with the old "Insurance Herald," Louisville, going later to Cincinnati to establish the "Ohio Underwriter," which later became the "Western Underwriter" and is now* THE NATIONAL UNDERWRITER.

ever, the Yeager publication gained an unsavory reputation and it was being confused with Mr. Rollins' "Herald." In order to remove Mr. Rollins' enterprise from the Yeager reputation, the name of the paper was changed to the "Argus" on May 1, 1877. It was continued as such until Nov. 1, 1913, when it was merged with the "Insurance Herald" at Atlanta. It is now published at that place under the name of the "Southern Underwriter" with T. W. Dealy as publisher, who was associated for many years with Mr. Rollins in the "Argus" office.

S. H. DAVIS, now deceased, who with C. D. Lakey, also deceased, founded "Insurance" of

New York, was editor of the "Argus" during the late '70s. Then came W. F. Fox, a distinguished underwriter and author of a field men's handbook which was one of the best known of that period. He edited the paper for some time. Then followed Col. J. H. Kellogg, who was at one time a well known actuary. He founded "Black & White," which was purchased by the old "Western Underwriter," now THE NATIONAL UNDERWRITER. David Beveridge was also an "Argus" editor. He was a well known author and speaker. Charles A. Hewitt, who founded the "Insurance Post," was editor of the "Argus" at one time. Fitzalan C. Oviatt succeeded Mr. Hewitt. Mr. Oviatt went to New York as editor of the "Chronicle" and later took over the "Philadelphia Intelligencer." A. H. Huling, who had been connected with a number of papers, served as editor for some time.

CHARLES F. HOWELL, now editor-in-chief of the "Weekly Underwriter of New York, was connected with the "Argus" from 1894 to 1901, and served the last year as editor. P. J. V. McKian, who is now connected with the Western Actuarial Bureau, Chicago, and is insurance editor of the Chicago "Evening Post," was editor of the "Argus" from 1902 to 1904 and then later returned in 1909, sitting on the editorial tripod for two years. When Mr. Rollins died in September, 1908, the "Argus" passed to Mr. Dealy, who had been connected with it since December, 1888. He was its editor from March, 1911, until he moved to Atlanta. He is now president of the Herald-Argus Company and manager of the "Southern Underwriter."

DR. JOHN S. BLOOMINGSTON founded the "Investigator" in the early '70s. Charles A. Hewitt went with the "Investigator" in January, 1884, and left in January, 1888, to become editor of the "Argus." George W. Hatch was editor of the "Western Fireman" and the "Investigator," both being published by Dr. Bloomingston. Mr. Hatch later went to New York and became editor of the "Insurance Age."

CHAMPION I. HITCHCOCK was an office boy of the "Investigator" and left it to found the first insurance news column connected in a Chicago daily paper. He established a column in the Chicago "Globe" and afterwards went to the Chicago "Inter-Ocean" along similar lines. He later became well known as directing head of the "Insurance Field." After the death of Dr. Bloomingston, his son, Herbert W., who is now special agent for the Liberty Insurance Company of Dayton in Kentucky, took over the paper and later sold it to the "Insurance Field."

IN 1871 the "Insurance Chronicle" and the "Spectator" were both published in Chicago. Harry Roberts was with the "Investigator," first in Chicago and later in New York, until he joined Arthur G. Hall in founding the "Insurance Advocate." He is now dead, but his son, Weston, is editor of the "Advocate."

The "Insurance Post," founded in March, 1892, by Charles A. Hewitt, who previously had been editor of the "Argus," offered the best possibility of an adequate Chicago insurance journal of any of the older papers 35 years ago. Mr. Hewitt was very popular personally and he had associated with him his brother-in-law, Frank L. Miner, who later became publisher of the "Underwriters' Review" of Des Moines, and finally retired from insurance journalism to become an important insurance official in that city.

GIDEON L. M'KEAN, an iconoclastic writer on life insurance, founded the "Life Insurance Independent" in Chicago in 1889. Mr. McKean was a clever writer, but rather too critical. His ideas of the paper were taken largely from Brann's "Iconoclast," which was then being read largely throughout the west. His first office was in the Omaha building on Van Buren street, a building the site of which is now occupied by the Fort Dearborn hotel. The "Independent" was later purchased by N. H. Weed, who published it successfully for many years, and removed it to New York. The "Independent" was consolidated with the "Insurance Salesman," published by the Rough Notes Company of Indianapolis, in August, 1920.

It is also proper to mention the life insurance publishing house established by A. J. Flitcraft of Oak Park, a suburb of Chicago, which

(*Continued on page 132*)

THE OLD "WESTERN UNDERWRITER'S" OFFICE

Here is what the first Chicago office of THE NATIONAL UNDERWRITER looked like. It was opened in January, 1900. The paper at that time was known as "The Western Underwriter." Managing Editor C. M. Cartwright had been at the Cincinnati office where the paper was established for about six months, when it was decided that, because of the removal of so many western departments from Cincinnati to Chicago, it would be wiser for him to establish himself in the Windy City. Accordingly, he secured these quarters in the Bryan block at 164 LaSalle street, where the Northern Trust Company now stands.

"Carty" is, of course, shown at the extreme right in an artistic and even poetic pose. The chin resting upon the index finger gives a literary air to the attitude that he struck at the time this picture



was taken. His hair is neatly parted in the middle, he is affecting a smart wing collar, and in his left hand he is evidently clutching his weekly salary envelope, upon which he seemingly has a death grip.

The gas lighting fixture, the old style telephone, the antiquated desks and the garb of the two other office employes, whose whereabouts and even identity are unknown, are reminiscent of the days at "the turn of the century" when C. M. Cartwright was struggling to get "The Western Underwriter" on its feet in Chicago.—H. J. B.

Insurance Exchange Is Leader

ONE of the important factors in the development and centralization of the insurance business in Chicago has been the Insurance Exchange building, the greatest building of its type in the country and one of the outstanding office buildings of all types in the world. This building, with its new wing now completed and being occupied, covers an entire city block in the heart of the downtown financial district in Chicago and houses offices which write or clear the bulk of the insurance business of the city. It is a unique building in many respects and offers the insurance business one of the most efficient housing plans which could be arranged. Consideration of the details of this building runs somewhat into superlatives, as it is unique among all buildings, not only those built for and housing insurance offices.

THE new Insurance Exchange building in Chicago is the third largest office building in the world and upon completion of the tower which is planned for future construction, it will be the largest office building throughout the world. At present the General Motors and Equitable buildings in New York outrank the Chicago Insurance Exchange building by a small margin, which will be very greatly overcome when the 18-story tower is added to the 22 stories which now cover the entire block. At present there are 1,118,000 feet of rentable area in the building and the tower floors will add 200,000 feet additional. It is, of course, the largest insurance center in the world even now. The first half of the building was erected in 1912 and first launched the idea of insurance exchange buildings. This idea has since been extended in other cities, but in no city has a building of equal size been erected nor has such a proportion of the local offices been gathered under a single roof.

WHEN the new offices are all filled, the Insurance Exchange will house approximately 14,000 men and women. The old building has housed over 7,000 and the space is practically doubled. This young city is about evenly divided, 46 percent being women and 54 percent men. To serve the rush hour needs of these 14,000 people, the building has 38 passenger elevators, the largest number in operation in any office building. There are 19 express and 19 local elevators, so that even the rush hour crowds are quickly handled without congestion and for the future tower floors there are six additional elevators, not now in use. An idea of the gigantic proportions of this building can be gained by standing in the Jackson boulevard entrance. From this doorway one can look 400 feet south through the gigantic corridor to the Van Buren street frontage.

THE building fronts on four streets, with 400 feet frontage on both Sherman street and Wells street and 200 feet frontage on both Jackson boulevard and Van Buren street. There are entrances on all four streets and corridors connecting all entrances. The main lobby through the building passes below the two light wells and leads into shops and offices of all varieties. Occupants of the building need not leave the building for any of their needs. There are clothing shops, restaurants, barber shops, and many other appurtenances of a modern office building. In addition, the building is unique in having on its ground floor the city ticket offices of practically all of the railroads, combined in the consolidated ticket office. It gives the insurance men in the building who travel extensively over the country the greatest traveling aid possible. Also, maximum efficiency is possible in cross country communication, as the Western Union has a sub-station in the building and its Chicago headquarters is just around the corner, while the Postal Telegraph is installing its entire Chicago headquarters plant in the building itself.

THROUGHOUT the building there is an unusally good outside lighting system, as the two huge light wells, each over 70 feet square, furnish excellent daylight for the inside offices and the outside offices are unobstructed, with wide streets on all sides. There are over 5,000 windows in the building and all offices have plate glass frontage on the corridors. The building is at the head of LaSalle street, directly across from the Board of Trade, the Federal Reserve Bank and the Continental-Illinois Merchants Bank building, so that it is in an ideal position in every regard.

ANOTHER unique feature of the Insurance Exchange building, which is not equaled in any other office building, is the delivery service throughout the building. Insurance offices have more than a usual need for inter-office delivery and this need has been filled by the Cutler Service. P. N. Cutler conceived the idea when the first half of the Insurance Exchange building was erected in 1912. He installed the service which has now been extended through the entire building and gives speedy inter-office delivery service at a minimum expense. As an indication of the extent of this service, there are 12 or 13 miles of wire used in connecting the offices with the service office for service calls. Eight messsengers and a relief messenger are constantly on duty, collecting and delivering the important communications between the offices. There are approximately 6,000 messages delivered daily in the building.

BUILDING statistics always concretize the ideas as to size and scope and those on the Insurance Exchange do not fail to give importance to these factors. There is some weight to such a figure as the 20,000 tons of steel in the structure of the present 22 stories—and to those who cannot visualize such figures in mass, they might be put in motion by saying that it would require some 400 freight cars to deliver that amount of steel. Those who know the Insurance Exchange can recall its handsome marble walls and wainscoting. They may not realize that there are nearly 200,000 square feet of marble flooring and nearly 200,000 square feet of marble wainscoting—not far from ten acres of marble, were it spread out in one sheet.

AS mentioned previously, the offices not only have 5,000 outside windows to furnish sunlight, but all have plate glass frontage on the corridors. This plate glass represents the equal of show windows the entire length of State street within the loop, which is Chicago's great department store street. In figures, there are two miles of plate glass in these corridors. There are four miles of corridor, so that to walk the entire corridor length of this one building would be equivalent to making a complete circuit of the Chicago loop—and this does not include the vast labyrinth of floor in the basement and sub-basement. In the latter are the huge automatically fed boilers, a long battery of heating units with ample emergency



This is one of the committees of the Western Union that met at Cresson Springs, Pa., Sept. 16, 1886. The men on this committee were prominent in the organization. Reading from left to right are Gen. R. J. Smith, Traders; W. B. Cornell, North British & Mercantile; W. H. Cunningham, Fire Association; Maj. A. J. Harding, Springfield F. & M.; Fred S. James, National of Hartford, while I. S. Blackwelder of the Niagara is sitting in front.

reserve. Still below this is a second sub-basement where the tunnel railway picks up the cinders for carting to disposal. In the basement itself the Postal Telegraph is utilizing 12,000 feet in addition to its second and fourth floor space.

PROBABLY the most accurate picture of the size of the Insurance Exchange may be seen in the post office statistics of the building. The Insurance Exchange building is one of the most important postal stops in the country. It is by far the largest in the city. It is served by 12 delivery men now and complete occupancy will probably require 14 or 16 men. Now there are two night routers and ten carriers on duty for this building, six in the old part and four in the new. The tonnage of mail carried into and out of the building is in excess of that in the average city of the same size. Based on a count made a month ago by the post office, there are over 10,000,000 pieces of mail delivered annually by carrier in this building. This represents nearly 500,000 pounds of mail and is exclusive of another 100,000 pounds picked up by truck at the post office by the occupants of the building—and exclusive of the several tons of THE NATIONAL UNDERWRITER, which is specially handled. The weight of THE NATIONAL UNDERWRITER copies delivered in the building is so great that they are weighed at the printers for postage and delivered directly to the building for the convenience of the carriers.

IN addition, some surplus mail may be counted as in the Monday mail, which is by far the heaviest, particularly in insurance mail from the home offices, so that the total mail deliveries in the course of the year unquestionably bulk up to a total weight of over 600,000 pounds or 300 tons. The new specialty service of air mail has been greatly utilized by the insurance men also, the present average representing nearly 40,000 pieces annually of incoming air mails. This, as is true of all other postoffice statistics, represents but one-half of the story, as it refers to incoming mail only. In this building outgoing mail, on which there can be no check, is more than likely heavier than that coming in, as the direct-by-mail soliciting material, the duplication of messages to home offices and like pieces are apt to bulk up more rapidly than their replies. It is probable that a conservative estimate would show nearly 25,000,000 pieces of mail handled annually for occupants of the Insurance Exchange, representing possibly 1,500,000 pounds or 750 tons. And the incoming portion is handled by 12 men at present. The ten carriers have a total of 328 stops in this building equal to a sizable young city. This is an impressive picture of the building's proportions and is evidence that government officials in Chicago recognize the importance of the insurance business itself and this centralized group of insurance men in particular.



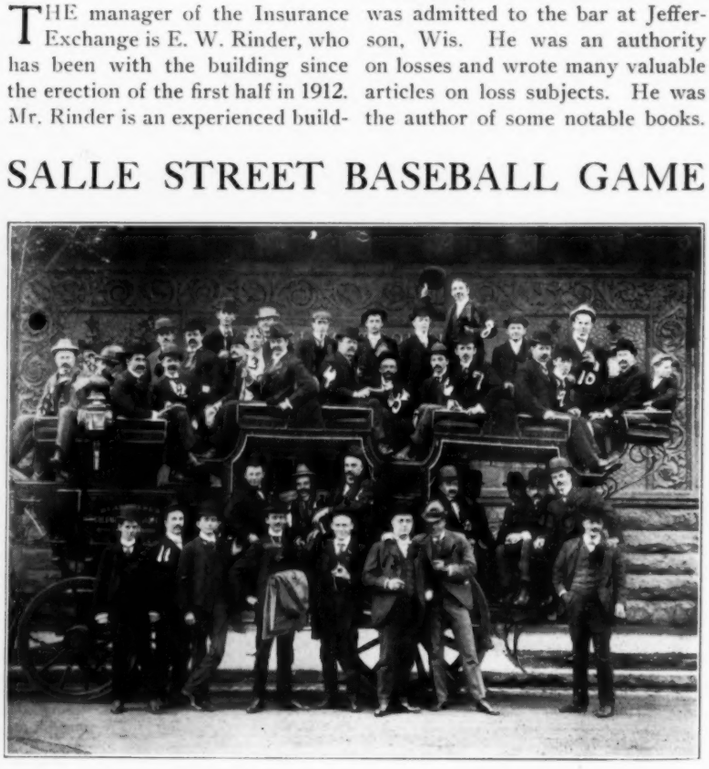
E. W. RINDER

THE manager of the Insurance Exchange is E. W. Rinder, who has been with the building since the erection of the first half in 1912. Mr. Rinder is an experienced building manager, having been engaged in that work for 27 years. He started with Aldis & Co. and then connected with the Old Continental National Bank building. In 1911 he went with the Insurance Exchange as assistant manager under Napoleon Picard and when Mr. Picard resigned three years ago. Mr. Rinder was appointed manager, which post he now holds. At that time Roy C. Swanson, who also started with Aldis & Co. following the war, was made assistant manager and has served in that capacity since. This is an important office, as Mr. Rinder has charge not only of this urban unit of 14,000 men and women, but he has directly under him a staff of 400 building employes. It requires 400 men and women to operate the building, this including janitors, electricians, painters, engineers, carpenters, elevator operators and all others employed in the maintenance and operation of the building.

Dempster Ostrander was the famous general adjuster in the western department of the Phenix of Brooklyn. He studied law and was admitted to the bar at Jefferson, Wis. He was an authority on losses and wrote many valuable articles on loss subjects. He was the author of some notable books.

ON THEIR WAY TO FAMOUS LA SALLE STREET BASEBALL GAME





These are pictures of insurance men that hired two tallyhos to go to the famous baseball game played at the White Sox Park on the south side between the east and west sides of La Salle street. The tallyhos were loaded on La Salle street and as they went down Michigan avenue they stopped in front of the Metropole hotel and the merrymakers were photographed. These photographs are now dimmed with age and it has been impossible to reproduce them satisfactorily. There are some faces that the old-timers have found it impossible to recall. Those that can be recorded are numbered.

Left—1, James I. Naghten; 2, Julian Spanier; 3, M. J. Naghten; 4, George Essig; 5, H. C. Dana; 6, C. H. Harraden; 7, Frank A. Dunning; 8, C. I. Hitchcock; 9, L. M. Drake; 10, Fred W. Moore; 11, S. S. Vastine; 12, Harry Walker; 13, M. D. Dunn; 14, J. J. Mayberry; 15, James I. Loeb; 16, C. M. Rogers; 17, E. C. Quinlan; 18, Clarence S. Pellet; 19, W. F. Braun; 20, Joseph Klein; 21, Arthur Johnson; 22, Donn Campbell; 23, W. C. Brown; 24, H. W. Bloomingston; 25, Phil Mesney; 26, N. J. Bennett; 31, E. J. Hengle.

Right—1, W. G. Wallace; 2, John Hanrahan; 3, Aubrey Warren; 4, W. E. Gunn; 5, W. E. Golden; 6, J. M. Newburger; 7, W. J. Moran; 8, H. L. Requa; 9, W. S. Cluff; 10, W. Dix Webster; 11, Charles R. Street; 12, F. R. Holtfodt; 13, J. F. Joseph; 14, C. M. Cartwright; 15, George W. Roberts; 16, Harvey W. Murray; 17, Charles E. Mann; 18, George M. Eddy; 19, R. A. Richards; 20, Mr. Creswell; 21, F. A. Meinel.

History of Rating in the West

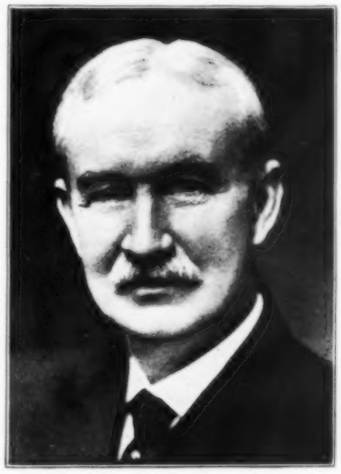
FIRE insurance rating in this country in its modern and scientific development centers about a well known Chicago underwriter, who is the father of the analytical system of rating fire hazards, A. F. Dean, former western manager of the Springfield and now living in retirement at his home in Evanston, Ill. To Mr. Dean must be given credit for devising and developing a schedule that can be defended, that is logical and that is based on scientific principles. The analytic system is now used in almost all sections of the country. It was a monumental piece of work and one of the big contributions that Mr. Dean has made to the business he served so well.

MR. DEAN had training and mental equipment, and was well fitted to take up the study of any mathematical treatise. He was a trained accountant and certified actuary. He devised interest tables before he came into insurance, which greatly simplified mathematical transactions where interest and average dates had to be calculated. He had an inventive mind. Further than that, Mr. Dean has always possessed a sense of humor and an imagination that is constructive. He was not only an omnivorous reader, but he peered through the printed page and vivified what he drew out of it with the fire of his own imagination. He saw things in the future and he pictured most abstruse and intricate reasonings with a clear hand.

MR. DEAN came in contact with Maj. A. J. Harding in the Civil War. After the close of the war Mr. Dean returned to his task as an accountant. He was connected with a commission firm in St. Louis. Major Harding established the western department of the Springfield, Jan. 1, 1876, and was casting about for a cashier and accountant. He thought of his old friend Dean. Mr. Dean came to Chicago on Christmas night, 1875, to assist Major Harding in getting the office ready for the New Year. He installed what office system was needed, there being only Mr. Harding, Assistant Manager Mantz and himself. After some little time in the office his health became impaired and he found it necessary to go out into the field. He served eight years as a special agent and adjuster.

AT that time rating processes were very crude. Mr. Dean was a leading member of the Missouri, Kansas & Nebraska State Board. There was more or less confusion in rates at that time. In fact, chaos reigned. Companies were not cooperating. Field men organized state boards and small committees were appointed, having the task of rating the smaller points. Local agents in larger plans organized local boards and undertook to make their own rates. No one had the capacity or knowledge for rating. All that could be done was to fix an arbitrary charge for a certain class of building and add anything to it that seemed necessary for occupational hazards. There were no established exposure charges.

Mr. Dean had already written a paper on "Irregular Frame Exposures." He had applied its principles and later had the examiners of the department familiarize themselves with it. Committees of field men adopted such schedules as they desired and local boards did likewise for their cities. Local agents in the cities did not follow the rates made by committees of field men in neighboring towns. Therefore, the so-called large city agents would raid the business in the small towns in every direction.



A. F. DEAN

When one attempts to review the history of fire insurance rating in the central west, he realizes that this section has been the real, constructive factor toward the goal of scientific and logical measurement of hazards. The movement to construct and devise a measuring rod that would meet the requirements originated in Chicago and was carried to completion by experts in that city and other parts of the west. When A. F. Dean gave to the business the Analytical Schedule it was seen that he had gone to the very foundations of the subject. One is struck with the finely cut and matchless definitions of terms used in getting together the fundamentals and in the practical application of the schedule. Even when the instrument had been tested, it was found that Mr. Dean had so defined classification occupancies, the raters had but little difficuty in applying this schedule and fitting occupational hazards to it. In the work of Mr. Dean the splendid assistance of J. V. Parker of Chicago, manager of the Western Actuarial Bureau, must not be overlooked. Mr. Parker in the early days of experimental work was Mr. Dean's chief lieutenant. His ability and intelligent work in connection with the schedule have often received praise. Next to Mr. Parker, Harold M. Hess, now actuary of the National Board, deserves mention. Mr. Hess did much to elucidate the schedule. He taught many classes and spoke before many gatherings interpreting the mechanics and principles in popular terms. Robert M. Bennett also should be mentioned in connection with this early rating work. He assisted materially in what might be termed the laboratory testing.—C. M. C.

MR. DEAN in one of his historical sketches refers to Kansas City, Mo., which became noted for this predatory warfare. Committee after committee of field men had been sent there to try to bring order out of chaos. Finally, companies having departments in the west agreed to have a field man report in Kansas City on a given date and as a result there were over 60 present. The upshot of this meeting was what afterward became known as the "Kansas City Compact." It provided for the appointment of a resident manager vested with authority to make rates and rules, inspect the records of every agent and if necessary take up the supplies and close an agency for wilful disregard of rates or rules either in the agent's city or elsewhere. It was approved by the agents, field men and over 130 companies.

THE idea of this Kansas City Compact spread rapidly throughout the country, being adopted in almost every important insurance center. The system continued for a number of years until the passage of anti-compact laws by many states, which made it expedient to abandon the plan and fall back on the system of independent state raters. Perhaps no single document of equal length ever had more important, beneficial and immediate results for agents as well as companies. The original draft of this historic document was made by Mr. Dean, who sat up about all night in drafting the Kansas City Compact.

THE Western Union then had its territory divided into four fields and in charge of each was a local board commission. Mr. Dean had returned to the western department office after his field experience. Local board commission No. 3 desired a desk schedule. He drew on his experience in the field in rating and constructed such a schedule. The members looked it over and declared it was too complicated. At this time the National Board had started a movement in favor of the "Universal Schedule." It was fathered by F. C. Moore, president of the Continental. Mr. Moore claimed that he had had the cooperation of some 200 underwriters in compiling this schedule. A number of errors were found and six successive test editions were brought out in a comparatively short time.

President Moore had heard of Mr. Dean's ability and requested him to help in the perfection of the "Universal Schedule." Mr. Dean at that time was very busy and did not feel that he could give the time to the work. Mr. Moore, however, asked Mr. Dean to look over the

schedule and make some criticisms. Mr. Dean called attention to the fact that the schedule did not provide for exposure charges. Mr. Moore took Mr. Dean's manuscript on rating and exposure charges and used part of it in a revised edition of the "Universal Schedule."

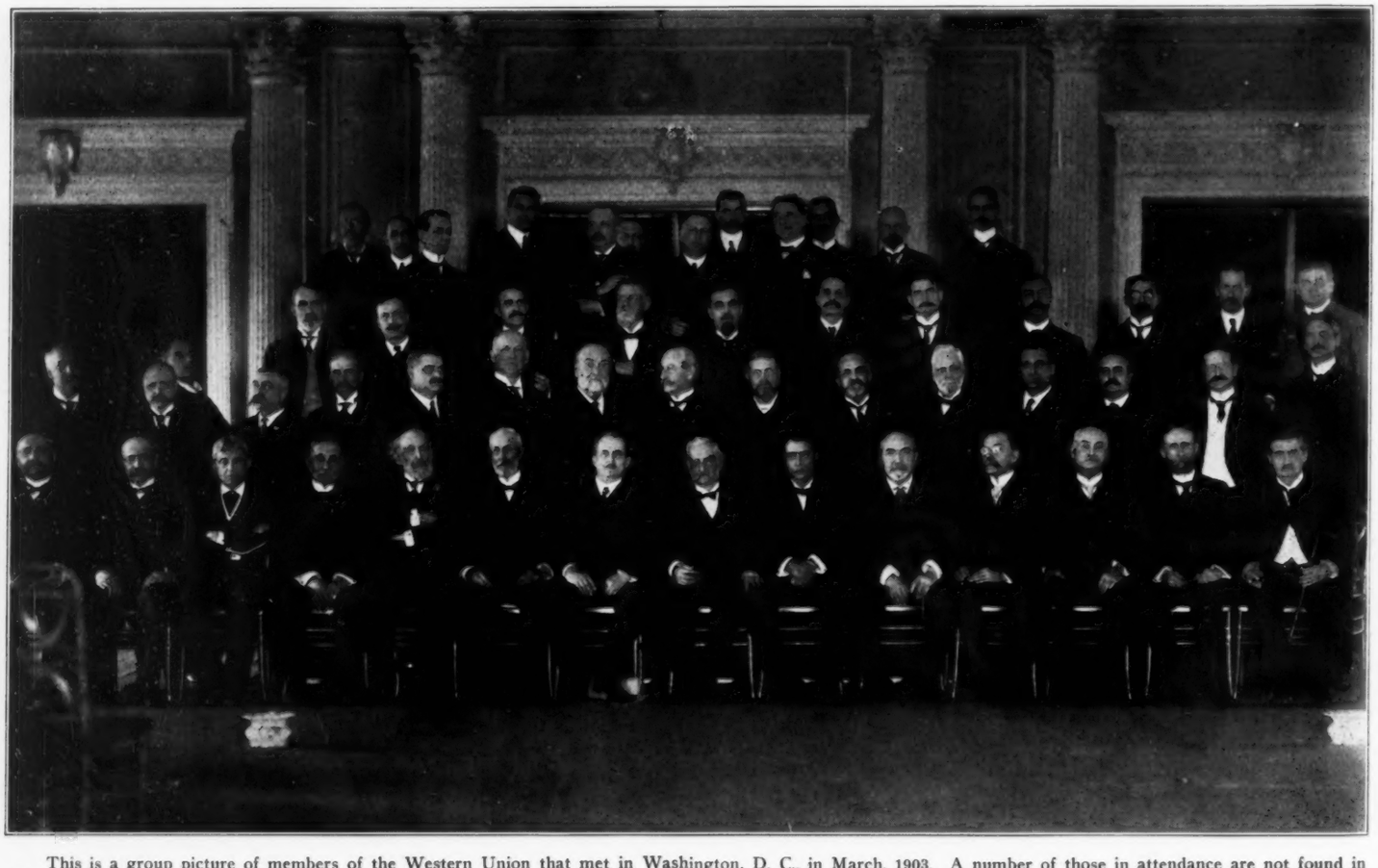
THE Western Union's four local board commissions did not work in harmony as to practices or rating. There was a conflict of rules and considerable confusion. W. E. Higbee was manager of the Western Factory Insurance Association. He was getting advice as to making rates on sprinkled properties and found a variety of ideas. He was urging some uniformity in rating practice. There was a demand on all sides for a basic schedule that would work but there was no one at hand who had the ability to construct it. In his book, "A Tale of Forty Years," Mr. Dean states that "up to about 1900, basic rating schedules had a habit of springing up over night like toadstools. Every free born American underwriter felt privileged to make basic schedules, such as they were and no one had any respect for the schedules made."

ALONG in the later '90s, a number of managers, who were members of the Western Union, felt that something should be done about dwelling rates. The outsiders were taking the business at lower rates than the Western Union companies. At a conference which was called Mr. Dean showed that dwelling rates could be reduced about 10 percent. This led to the appointment of a committee on classifications and schedules of which he was chosen chairman. At this time the Insurance Survey Bureau was organized by J. J. McDonald and others and its work was being conducted by S. H. Lockett as manager. Its inspectors then had no schedule and insisted that one be constructed. Mr. Dean undertook the study of classification methods. At that time he believed that classified experience was an important factor in rate making. This idea he later abandoned, not only because the classifications had uniformly failed to make good, but because they were not true classifications, according to the highest scientific authorities.

THE Western Union in the meantime had abandoned its four local board commissions and unified its system under a governing committee. W. W. Dudley, who had been United States manager of the Manchester, was chosen as secretary of the governing committee and as such was the salaried manager of the Western Union. There was an insistent demand for some schedule that would work. Pressure was brought to bear from all sides. C. F. Simonson, who was an engineer with the Hartford Fire, was brought into the governing committee office and produced a number of schedules that were

(*Continued on page* 209)

WESTERN UNION MEMBERS AT WASHINGTON MEETING IN 1903



This is a group picture of members of the Western Union that met in Washington, D. C., in March, 1903. A number of those in attendance are not found in the picture. In looking over this group at present it is notable to mark the advance of time because the vast majority of these men are dead. The following can be found in the picture:

Top row: W. N. Johnson, North America; E. B. Hatch, assistant secretary governing committee; S. A. Rothermel, Traders; C. W. Higley, Hanover; George M. Lovejoy, Phoenix of Hartford; W. W. Dudley, secretary governing committee; J. W. Going, Shawnee; R. M. Bissell, Hartford Fire; J. H. Lenehan, Phenix of Brooklyn; Milton Dargan, Royal; E. L. Ellison, North America; H. N. Kelsey, Sun of England.

Second row: W. J. Dawson, Pennsylvania Fire; Cory L. Andrews, Detroit Fire & Marine; N. E. Keeler, Aetna; Samuel R. Weed, Weed & Kennedy; Sol E. Waggoner, Citizens of St. Louis; Truman W. Eustis, Manchester; P. D. McGregor, Queen; John Marshall, Fireman's Fund; H. B. Anthony, Norwich Union; F. C. Buswell, Home of New York; Henry J. Houge, Scottish Union & National.

Third row: G. H. Lermit, Northern of England; Warren F. Goodwin, Union of England; Dr. H. C. Martin, Indianapolis Fire; M. F. Driscoll, Phoenix of England; F. W. Arnold, Equitable Fire & Marine; F. H. Whitney, Michigan Fire & Marine; George P. Sheldon, Phenix of Brooklyn; I. S. Blackwelder, Niagara Fire; G. W. Law, Royal; R. H. Wass, Franklin; B. G. Stark, Caledonian; Gen. R. B. Beath, United Firemen's; John W. G. Cofran, Hartford Fire; Charles H. Barry, Pennsylvania; J. H. Stoddart, New York Underwriters; J. A. Kelsey, Aachen & Munich.

Front row: E. C. Irvin, Fire Association; J. J. Henry, Newark Fire; J. Montgomery Hare, Norwich Union; Martin Collins, Fire Association; George E. Chase, Hartford; Major A. J. Harding, Springfield; Judge Eugene Cary, Great American; John H. Washburn, Home of New York; J. M. DeCamp, Liverpool & London & Globe; Conrad Witkowsky, Hamburg-Bremen; H. C. Eddy, Commercial Union; John S. Belden, London & Lancashire; William S. Warren, Liverpool & London & Globe; W. H. Wyman, Aetna.

With Managers in Golden '90s

BY C. M. CARTWRIGHT
Managing Editor, The National Underwriter

IN attempting to bring back some of the incidents and personalities of the "Golden '90s" or as some of the latter day saints term that period the "Yellow '90s," I do so with some hesitation. In the first place, when a man begins to find much pleasure in reveling in the past and clinging to the landmarks of other years, he is usually accounted as being near the time when the sun hangs low in the skies in the west. Let an old-timer begin to reminisce and the modern go-getter intuitively feels that he is slipping.

THEN, again, when one returns to the insurance district of that period and recalls the offices as they were peopled then, there comes a deep sense of sorrow because the "places that knew them once shall know them no more." It shocks me to realize that in Chicago there is not a single manager, assistant manager or superintendent of agents who is occupying that position today who held any sort of an executive position when I first began gathering insurance news in the city. Companies have changed some of them many times over. In the '90s the men who are in control today were out in the field or clerks or examiners. Some of them were office boys. An entire new generation has come into being. In the city today there is only one office of any kind that is occupying the same quarters that it did at that time, that being the farm department of the Home of New York. The change is, therefore, striking in administrative personnel, in location, clerical force and manner of doing business.

MANY of the service and brokerage departments of companies in Chicago occupy as much space now and have as many employes as some of the old western departments in years gone by. In the '90s, business, of course, had not reached the magnitude that it has since. There were not the complexities, the great congestion of cities nor were there so many regulations. Business was conducted in a far more simple way. There were no side-lines. Many of the modern classes of indemnity were not thought of. Straight fire insurance held almost the entire attention of underwriters. Even tornado business had not reached great proportions.

PERSONALITY counted in insurance then more than anything else. I doubt very much whether the old-time managers would fit in the organizations of today, which require masters of office systems and administrative faculties that were never needed in the olden days. A manager or an official today is the head of a great organization. He cannot reach down into the details. He is very much a supervisor, a guide and director. His organization is co-ordinated. He cannot come in contact with very many of the transactions. He does not have the association with his employes that managers did in the '90s.

AT that time business was secured largely through individual influence. The old-time manager often was a picturesque character. He had a genius for friendship. He attracted attention wherever he went. He may not have been brilliant, but he had a great native sense of proportions. It took men of great courage, vision and force to build business. Most of these men worked in the field before they became administrative officers. It was there that they developed character, acquired the knowledge and experience that later made them a success when they sat at a roll top desk and presided over the destinies of their departments.

THEY were great figures in the territory in which they traveled. They were big men with the local agents. They had supreme authority in dealing with local representatives. They adjusted losses, made inspections, made rates, got up forms, and, in fact, did everything that was required of an all-round company representative. There were no bureau nor special men. The field man at that time was the sole representative of his company in his territory. The local agent may never have seen any one else connected with the institution. The field man was all things in one. This tended to develop men of great proportions and made them capable of shouldering tremendous responsibility. These men, to a very large degree, were opinionated. They had their own convictions. They did not hesitate to express them. In the meetings and conferences there were sharp clashes. There was the play of personality against personality.

IN giving a few observations of the '90s, I will not attempt to follow anything in chronological order, but simply to touch on some of the higher peaks and call back again men of those days, who to me were giants and underwriters of large mold. Men always assume a mightier stature to those who are much younger than they. The men of that time were no greater than those of today, when I was starting in insurance newspaper work. These men were much older and, to me, they were massive. We are prone to look upon those of our own age with a different light than those who are older in years and yet are at the height of their glory.

While LaSalle street, between Madison and Jackson streets, at that time was the great insurance street of Chicago, it was not necessarily made that kind of a thoroughfare by the western departments. Many of them were located in buildings on LaSalle street, but they were in the higher stories. Some were off the beaten path. It was the local agencies that made LaSalle street a synonym for insurance.

STARTING with the Y. M. C. A. building, the Fireman's Fund had its department in that edifice. Thomas S. Chard was the manager. He was a man of divine gifts. In speech and in writing he was versatile and fluent. Very frequently he would stop in my calls and write out some comment or news in long hand and it was always in the finest phrase. Mr. Chard in his writing used the old-fashioned "s" with a loop above and below the line. He had come from the east,

OLD-TIME WESTERN MANAGERS

This is a historic picture, being the original members of the Western Managers Association, which was organized in 1872 and was the forerunner of the Western Union. Every man in this group is now dead. It was a notable galaxy of able men. They were indeed the veritable "Old Guard." This picture is from a print in the possession of F. B. Downing of Erie, Pa., son of J. F. Downing, first president of the Western Union. The people in the picture are as follows:

Upper row, left to right: George F. Bissell, western general agent of the Hartford Fire; Dwight R. Smith, president Springfield Fire & Marine; A. F. Wilmarch, vice-president Home of New York; Fred C. Bennett, western general agent



Aetna; J. B. Castleman, Louisville, manager Royal; R. J. Smith, secretary Traders of Chicago; E. W. Crowell, United States manager Imperial.

Middle row: J. W. Cochran, Lexington, Ky., manager Franklin of Philadelphia; Eugene Cary, western manager German American; J. Gardiner Coffin, Pittsburgh, manager Franklin of Philadelphia; Charles E. Bliven, western manager American of Philadelphia; Joseph Bates, general manager New York Underwriters.

Lower row: J. F. Downing, western general agent North America; T. R. Burch, western general agent Phenix of Brooklyn; H. M. Magill, western general agent Phoenix of Hartford; George M. Lyon, western manager Home of New York; Charles H. Case, western manager Royal.

having been working out of the eastern department of the company, planting agencies in the west. After the Chicago fire, the Fireman's Fund decided to open a Chicago department and Mr. Chard was placed in charge. He was one of the few scholars in business. He retired in order to devote his time to travel. He had amassed some means and when he left the active stage he followed a life more or less cultural.

ASSOCIATED with Mr. Chard at that time was Sidney T. Collins, who was assistant manager. Mr. Collins is a native of Ireland, and is still living at Hinsdale, Ill. When Mr. Collins retired he was western manager of the Providence-Washington.

WHEN Mr. Chard retired from office, the Fireman's Fund established a firm as managers, Marshall & McElhone. John Marshall came to Chicago from the Pacific Coast in the '90s as a sort of field man for the Royal Exchange. Robert Dickson was the manager located in San Francisco and John was schooled in that department. At that time I thought that there were two men in Chicago in the insurance business who were as handsome specimens of masculinity as one would care to feast his eyes upon. One was John Marshall and the other was P. D. McGregor, who was assistant manager of the Connecticut. Both were men of charming personality, delightful in every respect.

Fred McElhone had been state agent of the Fireman's Fund in Texas. Mr. Marshall was the big factor in the firm, a man who was a great mixer and very popular. I often thought that it was John Marshall's wonderful hold on the field men of the west that kept the Fireman's Fund business intact following the San Francisco fire. He had attended many field meetings and had friends everywhere. Mr. McElhone was more quiet, reserved and dignified and very substantial.

IN the Y. M. C. A. building was the Western Underwriters Association, an organization that was issuing a joint policy of the Milwaukee Mechanics and German of Freeport. I recall that one of the confusing things to me in my early days on LaSalle street was to get these various "Underwriters Associations" properly aligned. I saw, for instance, the Western Underwriters Association, the Chicago Underwriters Association, the Fire Underwriters Association of the Northwest, and so on. It was difficult for me to tell whether they were insurance organizations or insurance companies. William Feiler was running the Western Underwriters Association. After the San Francisco fire, of course, the German of Freeport retired from business and the Western Underwriters Association automatically was abandoned.

R. W. HOSMER & CO. did both a general and local business. There were a number of men or firms following that course in Chicago. R. W. Hosmer was western manager of the American of Boston, and the Mercantile of Boston. He was far better known as a local agent than a general agent. Mr. Hosmer was a man of New England birth. He had the shrewdness and keenness of the Yankees. He was proud of his ancestry. He was born in the historic city of Concord, Mass., and built up in Chicago a very fine agency.

M. F. DRISCOLL was western manager of the Phoenix of England. Mr. Driscoll had a massive mustache and did not have a great amount of authority. The Phoenix of London western department at that time was pretty much of a clearing house for the United States office. Mr. Driscoll was a close pal of Henry Clay Eddy, manager of the Commercial Union. These two had great fun in promoting what they termed the "Purity League." Mr. Eddy was president and Mr. Driscoll, secretary. In order to become a member of this organization a man had to be simon pure in many directions. The subject of this association was often the topic of conversation at many convivial gatherings. R. E. Lidster was the assistant manager and afterwards became manager on the retirement of Mr. Driscoll.

THERE came to Chicago about this time Frederick G. Voss from San Francisco to establish a general office for the Thuringia and the Frankfort General, a casualty company, both German institutions. Mr. Voss was a massive, burly man of powerful physique. He always wrote his name in small and fine letters which seemed out of keeping with his physical bulk. Mr. Voss was a sort of exotic in the Chicago atmosphere. He never fitted into the picture with a harmonious blending.

ONE of my earliest acquaintances among the managers was Charles H. Barry, manager of the Pennsylvania Fire, who had come to Chicago from Erie, Pa., where he had been assistant manager of the North America. Associated with him was John H. Davis, who had come from the home office of the Pennsylvania. In my early calls at that office, I became acquainted with three young men, Lloyd S. Wallace, Hart Darlington and W. H. A. Munns. Mr. Wallace is now Wisconsin state agent of the Niagara, Hart Darlington is United States manager of the Norwich Union and Mr. Munns is a leading local agent at Syracuse, N. Y.

DURING the time of the formation of the conference committee between the Western Union and Western Insurance Bureau, he, Walter H. Sage of the Great American and William S. Warren of the Liverpool & London & Globe did a monumental piece of work. I think that these three men more than all others in the Union are entitled to credit for a constructive achievement in bringing harmony into the ranks at that particular period.

I HAVE in my possession a letter, the last one that Mr. Barry wrote. He was president of his company down in Philadelphia. It had been purchased by the North British & Mercantile. Mr. Barry was out and was returning to Chicago. He wrote me the day he closed his desk a personal letter, telling me that he was coming back to "God's country." He explained to me some of the plans he had in mind for his future. I read that letter on a Monday morning and shortly thereafter his old-time assistant, D. W. Redfield, called me up and told me that Mr. Barry had died the night before, just on the eve of his returning to his old stamping ground that he loved with warm fervor. Mr. Barry was something of a martinet and Mr. Redfield a man who said little, thought much, submitted without complaint to many humiliating experiences.

THERE have been but few western managers that have gone wrong. When one thinks of the temptations and the opportunities for wrongdoing from the standpoint of business honesty, I have always been amazed that there are so very few cases of turpitude that have arisen among the salaried men of insurance. David T. Devin was western manager of the Delaware and Reliance. A man of debonair appearance, rather natty, splendid looking, with white hair and a white mustache, he was striking. Mr. Devin became involved by juggling with the losses. The condi-

FIRE FIGHTERS OF OLD DAYS



Do you remember away back when the fire engines used to come down the street looking like this? This picture was taken many years ago on Michigan avenue, when an alarm was being responded to. There is no longer any horse drawn equipment in Chicago or in any of the rest of the large cities.



VISION

BACK IN 1884 a group of men had a common vision. They saw clearly a definite need for a new form of protection to business enterprises.

This new form of protection was known as Fidelity and Surety Bonds. The wide acceptance of these lines of coverages is due to just one factor—the absolute necessity for such protection in business and in the courts.

In 1918 this Company entered the Burglary and Robbery Insurance field, and later added Check Forgery and Alteration Insurance and Plate Glass Insurance.

That the American Surety Company of New York has played no small part in the development of these lines is testified to by the fact that the Company is not only one of the oldest companies writing these lines, but also one of the largest organizations rendering this service. Its more than fifteen thousand local representatives and forty Branch Offices are tangible evidence of its ability to render unsurpassed service.

AMERICAN SURETY CO.
of New York

J. L. Maehle, Mgr. - *Chicago*

A-1525 INSURANCE EXCHANGE

tion continued for some time, when an employe concluded that it was his duty to report it to the home office. Mr. Devin was removed from his position and later on a hunting trip in Wisconsin met with tragic ending. One of the peculiar subsequent events was the fact that the very man who had divulged the information to the home office was let out.

HARRY WHITLOCK, son of J. L. Whitlock of the Glens Falls, who had been Iowa state agent for his father's company, succeeded Mr. Devin. Harry Whitlock did not have the basic mental equipment and sagacity of his father, but he was a likeable young man whose years were cut short by premature death. Oliver Cromwell Kemp had been western supervising general agent of the Rochester-German. The Rochester-German entered the Delaware and Reliance general agency and Mr. Kemp became the manager. He was a sort of reticent man, a kind of bird dog, short and squatty, but he was possessed of considerable business acumen.

SPEAKING of J. L. Whitlock, western manager of the Glens Falls, brings to mind one of the most picturesque and interesting characters with whom I became connected. Mr. Whitlock was prominent in the Prohibition party and I think was nominated for about every office outside of the national presidential ticket, from time to time. He was a leading figure in Methodist church circles, being prominent in the Emanuel Methodist Church at Evanston.

HE was subjected in those days to considerable criticism that I always felt was unjust. People regarded Mr. Whitlock as a hypocrite. They claimed that regardless of his religious tendencies and professions they acted merely as a cloak to cover considerable business trickery and unethical stratagem. Yet at one time an auditor of the Glens Falls, who came out from the home office and went over his accounts, told me that he was amazed to find Mr. Whitlock's agency commission accounts so uniform. He said that in only three instances did he find that he was paying excess commissions and yet at that time Mr. Whitlock was not a member of the Western Union.

Manager Whitlock had the habit of calling his secretary, chief examiners and chief accountant around his desk after the mail had been distributed and letters were to be written. Here he would go over the day's duties and tell the different people what to do. He threw all the envelopes and mail that he did not care to file on the floor. By 4 o'clock in the afternoon Mr. Whitlock's desk environment was pretty well carpeted with paper. He never seemed to care for a waste paper basket. Mr. Whitlock always wore a red carnation in his buttonhole. I always found him a man of deep sentiment and fine sympathy. I recall one heart to heart talk that I had with him when he spoke in eulogistic terms of his daughter. It is seldom that a man reveals himself as Mr. Whitlock did to me on this occasion in telling me of the deep affection he had for "Laura." He said to me that one of his delights was to see her every Sunday night. He found in her the Creator's greatest handiwork.

SPEAKING of business men wearing buttonhole bouquets recalls Gerald H. Lermit, manager of the Northern of England. Mr. Lermit wore a white carnation invariably. Here was a most delightful Englishman who came to this country, was naturalized, adapted himself to our ways, popularized himself with his friends and became liked everywhere.

MR. LERMIT had a world-wide experience with his company. He joined the staff of the Northern when he was 17 years of age. Later he was made assistant secretary at the London office. The duty was delegated to him of visiting various countries to examine the company's business and appoint new agencies. He visited the United States a number of times before he located here in 1894. Mr. Lermit was a man of immaculate appearance, always had a delightful English brogue and became a very useful man to the fraternity.

HE did not have an assistant manager until J. C. Corbet was appointed, following the reinsurance of the Lancashire. Mr. Lermit's close personal friend in Chicago was Warren F. Goodwin of Goodwin, Hall & Henshaw, who conducted a local agency in Chicago and also were western managers of the Union of London, Citizens of New York and Virginia Fire & Marine. Mr. Goodwin was a man of cordial demeanor, wore sideburns and a mustache and built up a very splendid business for his firm. He had been connected with the Northern of England for a number of years.

WHEN Henry H. Hall was United States manager of the Northern, Mr. Goodwin, his later partner, was offered a position in the agency department. Later he was appointed manager of the old central department with headquarters at Cincinnati. Then the central and northwestern departments at Chicago were consolidated into the western department and Mr. Goodwin and W. D. Crooke were appointed associate managers. Mr. Goodwin resigned his position to form his connection with Hall & Henshaw. A. F. Shaw conducted the local end of Goodwin, Hall & Henshaw's business in Chicago, and afterwards succeeded to the local agency himself when the western department was abolished and Mr. Goodwin returned to New York.

IN the meetings of the various organizations there were always some spellbinders or men who talked a great deal. Mr. Shaw was one of these men in the Chicago Board and Holger de Roode, who at one time had been western manager of the Providence-Washington and had a vocabulary of immense size, always found something to say on every subject. Conrad Witkowsky of Witkowsky & Affeld, who were western managers of the Hamburg-Bremen and conducted a local agency, was another man who liked to be on his feet. Mr. Witkowsky was a native of Russia. He was one of the old-time Chicago insurance men, being in the mercantile business with his father in Chicago, and in 1866 left that line

Niagara Had Small General Agency Before Department

ALTHOUGH the Niagara Fire opened its western department only in 1881, it had been represented in Chicago much earlier. The Niagara was one of the four original companies in the New York Underwriters, formed by Alexander Stoddart. It was interested in the Chicago fire of 1871 through that arrangement but not directly. It began to operate independently in the west at the end of the first ten year period, being the first of the four companies to withdraw.

It had small general agencies at various points in the west, including Chicago, Detroit, Cleveland, etc., and they were all consolidated in 1881 into the western department under I. S. Blackwelder. David Beveridge was the Chicago general agent up to the opening of the western department.

NOT many Chicago underwriters remember that the Niagara took up its western department on January 1, 1893, but restored it in less than a year. B. G. Stark was western general agent at the home office for a few months, but in September, 1893, the department was reopened under Mr. Blackwelder. Mr. Blackwelder remained as manager until he retired at the end of December, 1907. He was succeeded by W. L. Steele, who had been assistant manager, and prior to that had been a field man for the company in Wisconsin. Mr. Steele continued in charge at Chicago, when he was called to New York and made vice-president, the department being taken to the home office at the same time and continuing under his supervision, as it is at the present time.

WHEN the department was taken to New York a Chicago local office was opened under E. B. Vickery as Cook county manager. He is also manager of the Maryland of Baltimore and of the Niagara Detroit Underwriters, owned by the Niagara. Mr. Vickery got his first insurance experience in England, where he was born. He worked in vacations in a suburban branch office of the Prudential, the big London company. His experience in this country has been with the Niagara. He started in the western department as a map clerk, became an examiner, had a brief field experience and then was made Cook county special agent, becoming manager of the Cook county department when it was opened in 1917 upon the removal of the western department to New York.

INCORPORATED 1848



Officers:

ARTHUR L. BATES,
President

SYLVAN B. PHILLIPS,
Vice President

WADLEIGH B. DRUMMOND,
2nd Vice Pres. & Solicitor

HAROLD D. LANG,
Secretary

WILLIAM C. STEVENS,
Asst. Sec'y

FRED A. HAMBLEN,
Actuary

ALBERT E. AWDE, M.D.,
Medical Director

WM. R. SPINNEY
Superintendent of Agencies

AN EXPRESSION of New England is reflected through this well known company, incorporated under the laws of Maine in 1848.

Conservatism was a trait of the settlers of this group of states and the founders of this company desired conservatism to be a foremost feature of their organization even then as it is now.

Ruggedness of the soil made it necessary for a hardy group to settle in this section. These people naturally founded a company which in itself was rugged, one which has stood the test of time—one which has grown soundly—one which is as "rock ribbed" and substantial as the district itself.

Keenness and good judgment were also required by those who made this district their home. The founders of the Union Mutual Life were no exception, the company they started has been built mainly through understanding service and intelligent supervision and foresight—a company whose spirit of friendliness is unmatched.

Guided by these principles of conservatism, ruggedness, keenness and good judgment, the Union Mutual Life has prospered and has been able to keep pace with modern methods and policies.

1848 **1928**

John J. Spear, Manager

A1840 Insurance Exchange **CHICAGO**

to enter the local agency of S. M. Moore & Co. Mr. Affeld, who looked very much after the local end of the business, is still living at his home in Evanston.

THOMAS E. GALLAGHER may consider himself too young to be classified among those of the golden '90s. He established the combined western department of the Aetna in Chicago in 1908, having been joint general agent with N. E. Keeler of the old western department at Cincinnati for three or four previous years. He is, therefore, on the dividing line. Mr. Gallagher has a unique place among insurance men. He has "grandfathered" himself into fame. The old "Ohio Underwriter," and later the "Western Underwriter," the forebears of the present publication, THE NATIONAL UNDERWRITER, had their original head office at 415 Vine street, Cincinnati, in the Aetna building. Therefore, we were tenants of Mr. Gallagher. In a way the Aetna gave the "Ohio Underwriter" its start and its early pep. As the paper grew in dimension and endeavored to increase the advertising of the Aetna, Mr. Gallagher at once would jack up the rent.

MR. GALLAGHER popularized himself by his famous "Casey stories." With a smile a mile long on his face, with excellent good humor and with considerable buoyancy, he would relate these famous Irish anecdotes. He played on his Irish forefathers and his lineage. He became known in all parts of the west. Then he took up the grandfather stunt as the grandchildren came on one by one. In all his talks he would inject a phrase, "I have now 11 grandchildren according to the latest returns last night, but I have not opened my mail this morning." Mr. Gallagher always had an entree to the office of Henry Evans, president of the Continental. He tried on divers occasions to induce Mr. Evans to come out to Chicago and address the Fire Underwriters Association of the Northwest but he could not be budged. From the social standpoint I have been associated with Mr. Gallagher and his family for many years because during my residence at Cincinnati when I went with the old "Western Underwriter," his home was the mecca for a lot of us young fellows who hovered about the three Gallagher daughters and were much annoyed by the presence of little Vincent Gallagher, who is now secretary of the American Fore companies.

WHEN I came on LaSalle street in the middle of the year of 1895, I heard about the ability and reputation of George F. Bissell, who was western general agent of the Hartford Fire. The Hartford Fire, so far as I know, was the first company to establish a western office. I never saw Mr. Bissell. He was ill and had been taken to Asheville, N. C. His son, Richard M. Bissell, now president of the Hartford Fire, was an examiner in the office. I sought him out every day to inquire about his father. Mr. Bissell established the western department of the Hartford May 1, 1863, and was continuously in its service for 40 years. He probably in his day was the premier manager of the west. He was bigger than the president of the Hartford. It was said of Mr. Bissell that he made George F. Chase, the old-time president. He preferred to remain western general agent rather than be president. Mr. Bissell was often sought for his counsel. He was a brainy business man of the highest type.

Porter P. Heywood was the assistant manager. Mr. Heywood was a genteel, cordial man, but paled into insignificance in comparison with the great Bissell. In the rearrangement of the western department, there was brought on from San Francisco one of the most vigorous personalities that ever sat in an underwriting chair, John W. G. Cofran. He was associate manager of the Hartford on the Pacific Coast and was acknowledged out there to be a man of real promise. Mr. Heywood became the manager and Mr. Cofran and R. M. Bissell were made assistant managers. Mr. Cofran was considerably older than Mr. Bissell. The two men outshone the manager. Mr. Cofran was hearty, hale and energetic. He wore a pompadour and the hair on his head was rather stiff. He had a mannerism of rubbing his hand over his face and up through his hair when he spoke.

MR. BISSELL inherited the talents and mental qualities of his father. He was more stern and reticent than Mr. Cofran. He had a fine, penetrating mind that was quickly recognized. He was elected vice-president of the Hartford in 1903 and A. G. Dugan, Kentucky state agent, was brought to Chicago as the junior member of the firm of Cofran & Dugan. Mr. Dugan is still the general agent of the department and is now one of the senior statesmen of the business. The Hartford Fire has been a big factor in the western field from the very beginning. Being one of the older companies and having an early start in cultivating the western section, it always had to be reckoned with.

IN the Rialto building, now the Postal Telegraph building, there were a number of western departments. Chief among these were the Continental, Springfield, Niagara, Great American and London & Lancashire. The Continental was presided over by one of the most interesting, powerful and original men of these days of stalwart and lusty personalities. I refer to John J. McDonald. I suppose that more stories of immense interest can be told about Mr. McDonald than almost any other man unless it be I. S. Blackwelder, manager of the Niagara. Mr. McDonald was hewn out of the bleak highlands of Scotland. He was tall, gaunt and brawny. He had red hair and red whiskers. He had all the characteristics that ever possessed a Scotchman. He was obstinate, bull-headed, unjust, suspicious, crafty and yet would go to the end of the earth to help a man. Personally I owe as much to Mr. McDonald as any of the old-time managers, and perhaps more. He befriended me on many occasions. He had no use for insurance newspaper men as such. He was averse to publicity. He would kick every insurance newspaper out of the business if he had had his way. He was individualistic, a reader of vigorous and independent books. He scoffed a great deal at religion. One of his great explanatory phrases when the rest of us would say, "For goodness sake," was, "Jesus of Ohio."

AT one time Mr. McDonald took great offense at Hitchcock. Thereafter in order to get revenge he helped me, although he was opposed to giving out news. Time after time he would have me call at the Continental office, take out his blue pencil, write out a little information and pass it along, always with the admonition, "Now be gad, don't you give me away."

One time Hitchcock was doing my work on the "Inter-Ocean." I had not been at the Continental office. Mr. McDonald wrote in his familiar blue pencil and big hand

(*Continued on page* 229)

Rollins Burdick Hunter Co. Earliest Named by "G. & R."

THE organization of Rollins Burdick Hunter Company started in 1899 as a partnership of Charles E. Rollins, Jr., and Arch O. Burdick. The agency was incorporated in 1912, at which time Robert H. Hunter, Raymond Turk and Harry S. Thomas came into the organization.

In 1920 Thomas J. Prindiville and Arthur Croxson of the firm of Prindiville, Croxson & Co. consolidated their interests. All of the men mentioned are actively interested in the organization at the present time as officers and directors. Mr. Prindiville and Mr. Thomas reside in New York, where the agency has a large office. The others of the directors and officers live in Chicago.

Starting as a local organization, the company as its business expanded found it necessary to open branches in New York, San Francisco, Seattle and Kansas City.

ROLLINS & BURDICK were the first agents in the United States to be appointed by the Globe & Rutgers Fire, when the surplus of that company was approximately $3,000 and its assets a little over $500,000. They have been agents of the Globe & Rutgers continuously and have seen the company grow from the above figures to a surplus of $29,514,000, with capital of $3,500,000 and assets above $80,000,000.

At first the partnership dealt almost exclusively with fire insurance, but at the present time the agency has separate departments for the handling of all the diversified lines of insurance including life insurance.

Chicagoans Aid Organization

SEVERAL of the national organizations trace their origin to Chicago and particularly is this so of the National Association of Casualty & Surety Agents. This organization was formed at a meeting in Cincinnati in 1913, largely as a result of a controversy which was particularly noticeable in New York, but it was the creation of a Chicagoan, Wade Fetzer of W. A. Alexander & Co. During the considerable period leading up to the spring of 1913, conditions in the casualty field and especially in New York state, had become chaotic, largely by reason of the



WADE FETZER

paying of excess commissions and the making of inadequate rates by one outstanding company. An examination of that company by the New York insurance department revealed a very serious situation.

WITH an idea of protecting a large number of policyholders of that company and of bringing about stabilized conditions whereby that company could weather the storm, Commissioner Emmet of New York issued an order making mandatory certain commissions to be paid to producing agents and general agents. The amount of overriding commission as set forth in this order was regarded by the general agents as being confiscatory. The general agents had not been given permission to be heard on the subject.

At the invitation of Mr. Fetzer, a group of prominent general agents met in New York and petitioned the bureau of casualty companies for a hearing on the subject. Such leading spirits as Charles H. Hood of Minneapolis, Thomas F. Daly of Denver, W. G. Wilson of Cleveland, W. S. Diggs of Pittsburgh, John A. Morrison of Chicago, and Mr. Fetzer were present.

THE bureau gave these men but a scanty reception and took an arbitrary position that the rules had been passed, were effective and nothing could be done. Immediately following this incident, the agent assembled in the conference room of the Aetna Casualty's New York office and agreed that a gross injustice had been done and that rectification was difficult owing to the absence of any general agents' organization.

As a result of this situation, it was agreed that a call should be sent out to prominent general agents throughout the country to meet at the Sinton Hotel in Cincinnati, O., Oct. 13, 1913, immediately preceding a meeting of the local agents' association which had previously been called.

AS a result of this call, a very large general attendance was brought about and a very interesting meeting followed. The National Association of Casualty & Surety Agents was officially launched with Wade Fetzer as the first president, and John A. Morrison of Chicago as secretary. Among the list of officers and trustees at that session were: Thomas F. Daly, Denver; William Gilmore, Boston; Charles H. Hood, Minneapolis; Fred L. Gray, Minneapolis; George D. Webb, Chicago; George A. Gilbert, Chicago; W. G. Wilson, Cleveland; Newton Sturgeon, Buffalo; John Cavanaugh, Rochester, John Diggs, Pittsburgh; F. Buchanan Owen, Cleveland; and Van Lier Schriver, Pittsburgh. At this organization meeting there was considerable debate as to whether or not the new organization should affiliate with the local agents' organization tc get the interest of the general agents. The local agents took favorable action against such a move, but after much debate the position of the general agents was separately maintained.



CHESTER M. HAYDEN

IMMEDIATE action was taken in the principal controversy then before the general agents. Upon the conclusion of the convention, the executive committee met and decided to present the injustice of the situation to a number of state insurance commissioners on which a conference of insurance interests was called. This brought together one of the largest gatherings of insurance commissioners, insurance executives and general agents which has ever been convened. The meeting was held in the La Salle hotel in Chicago in May of 1914. As a result of that famous meeting, the original Emmet rule was withdrawn and in substitution of that, rules were agreed upon between a committee of company executives, a committee of brokers, and a committee of the National Association of Casualty & Surety Agents. This not only

Glens Falls Advertised in Chicago in Unique Manner

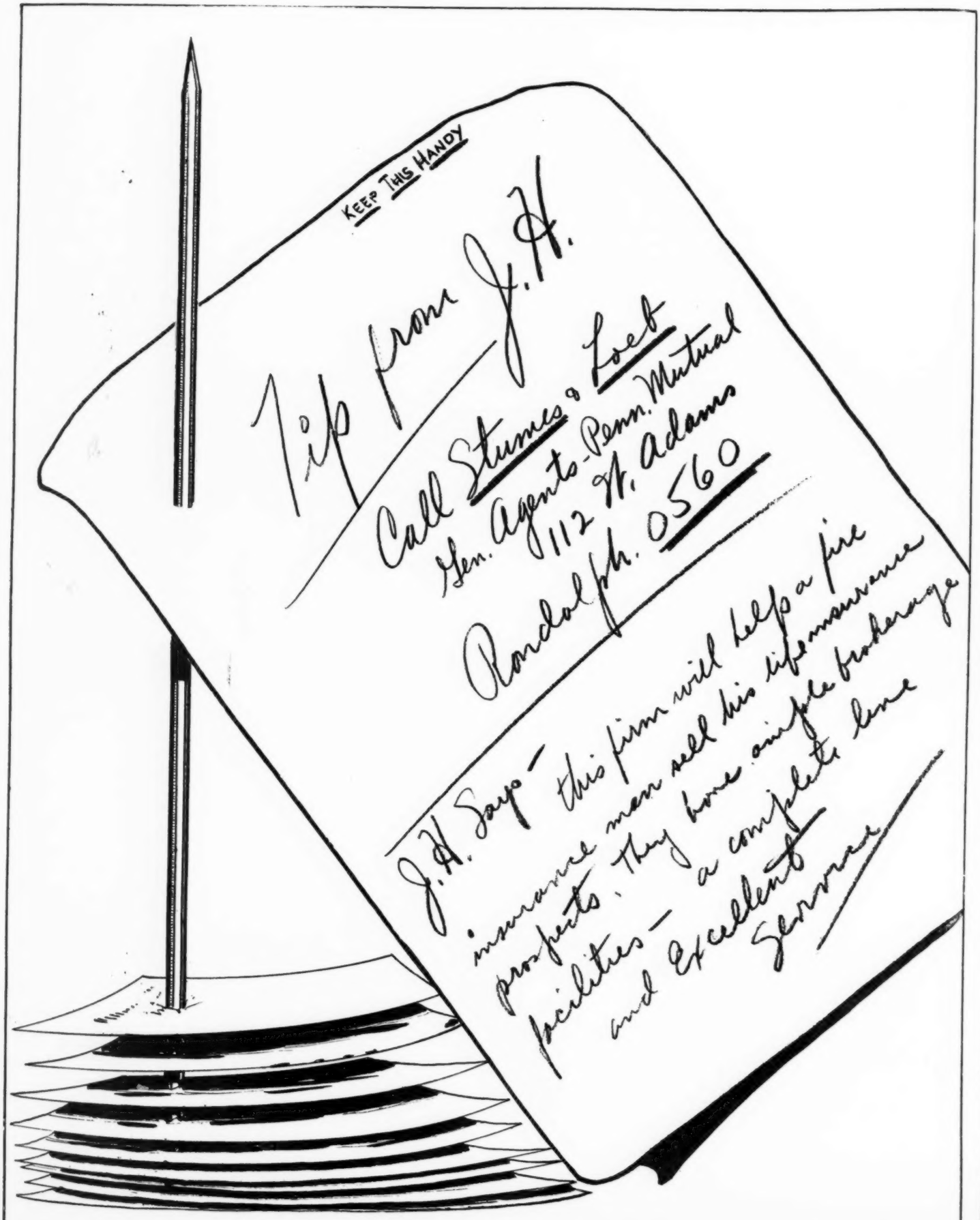
WHEN the Glens Falls established a western department in Chicago a few years prior to the World's Fair under the management of J. L. Whitlock, the company was for several years advertised in a most unique and colorful manner. Its name, in fact, became a household word. Mr. Whitlock resorted to the use of billboards, fences, gates and curbstones for the purpose of familiarizing Chicagoans with the name of his company. His novel advertising methods attracted wide attention and the company as a consequence quickly established itself as a factor not only in Chicago, but throughout the western field. Mr. Whitlock loomed large as an unusual personality and he and the Glens Falls both became widely known and popular.

THE office headquarters of the company were first on LaSalle street in the Schlosser building, where the National Bank of the Republic now stands. In December, 1906, the western department was moved to the ground floor at 29 South LaSalle street. In 1913 the company decided to remove its western department to the home office at Glens Falls. In that year Mr. Whitlock went east as western manager, remaining in that capacity with home office headquarters until he retired in 1917.

Chester M. Hayden, who is at present manager of the Glens Falls, Commerce and Glens Falls Indemnity, began with the company about 20 years ago as assistant counter man. It is interesting to record that Mr. Hayden was the first policy writer of the company in Chicago to write policies on the typewriter. Prior to that they had been made out in longhand.

In 1918 J. B. White and Mr. Hayden, under the firm name of White & Hayden, were appointed Cook county managers of the company. For a few years prior to that Mr. Hayden had traveled in the Cook county field. In 1926 Mr. White retired as joint manager and Mr. Hayden then assumed the position he now occupies. Mr. Hayden is energetic, resourceful and aggressive. He has been a factor in building up the company's business in Cook county during recent years. The Glens Falls fleet under his management is making real forward strides.

Mr. Hayden was for a number of years one of the stalwarts of the Cook County Field Club, serving first as secretary and later as president of that organization. He has also served on the executive committee of the Chicago Board.


KEEP THIS HANDY
Tip from J.H.
Call Stumes & Loeb
Gen. Agents-Penn. Mutual
112 W. Adams
Randolph 0560
J.H. Says— this firm will help a fine insurance man sell his life insurance prospects. They have a complete brokerage facilities— a complete home and Excellent Service

resulted in a great victory for the agents, but it procured instant recognition for the general agents through the medium of their new organization.

ASIDE from Wade Fetzer of Chicago, who was the first president of the National Association of Casualty & Surety Agents, Chicago men have taken a prominent part in the organization and have served it as officers. George A. Gilbert, manager of the Employers Liability, was the second president. George D. Webb of Conkling, Price & Webb of Chicago, was the third president. John A. Morrison of Chicago was the fourth president and Charles H. Burras, head of Joyce & Co., managers of the National Surety, was the fifth president. Therefore, there are five Chicago presidents in a row. Mr. Burras was again elected president in 1926 and served two years. Mr. Morrison was the first secretary and treasurer.



E. B. FINNEGAN

EDWARD A. ST. JOHN, who at that time was head of Joyce & Co. in Chicago, was the secretary for the two following years and then Mr. Burras was secretary, being elected in 1916 when Mr. Morrison was president. Donald M. Wood of Chicago followed Mr. Burras as secretary and treasurer, serving two terms and Philip B. Shillito of the Massachusetts Bonding in Chicago, was secretary for the year. Charles W. Olson of Chicago served as secretary for three years and then Dorr C. Price has been elected secretary for six successive years. It is, therefore, interesting to know that a Chicago man has been secretary and treasurer ever since the organization was established. George A. Gilbert served as vice-president for five years and Mr. Fetzer was elected vice-president in 1924.

Metropolitan Casualty's Big Strides in Premium Volume

BACK in 1879 the Metropolitan Casualty began business in Chicago with the appointment of a local agent. At that time it was known as the Metropolitan Plate Glass Insurance Company and insured no other lines. It steadily built up a growing volume and in 1915, H. S. Slipner was sent out to take charge of the business as manager of the Chicago office. In 1916, E. B. Finnegan joined him under the firm name of Slipner & Finnegan. On July 1, last, Mr. Slipner retired to handle his personal business, although retaining his office with the Metropolitan Casualty. The firm then became Finnegan & Jeffery, H. J. Jeffery having been manager of the bond department since 1924.

ALTHOUGH the Metropolitan Casualty had prospered as a plate glass company its great growth has come in recent years. In 1924, J. Scofield Rowe became president of the company. Mr. Rowe was vice-president of the United States Fidelity & Guaranty, which in 1923 had purchased the Metropolitan Casualty. Mr. Rowe and his associates in 1924 purchased the controlling interest from the Baltimore company. This was the beginning of rapid progress. The capital was increased to $1,000,000 in 1924, to $1,500,000 in 1925, to $2,500,000 in 1926 and to $3,000,000 in 1927. All of the increases in capital were accompanied by increases in surplus from the sale of the shares above par. The rapid increases were required to keep pace with the rapid increase in premiums under the energetic administration of President Rowe. The premiums in 1923 were $1,292,000, in 1924 $3,214,000, 1925 $6,516,000, 1926 $10,334,000 and in 1927 $11,471,000.

A NEW alignment was made in the spring of 1928. The Metropolitan Casualty became part of the big group of companies headed by Neal Bassett, president of the Firemen's of Newark. Practically all of the Metropolitan's stock was purchased by the Firemen's group. Mr. Bassett, however, has left the casualty company in the hands of its own officers, but with strong cooperation between the fire group and the casualty companies on premium production. The Metropolitan Casualty with the Firemen's backing is ready to handle as large a premium volume as can be produced. The group represents $90,000,000 in assets.

E. B. FINNEGAN began his career with the Metropolitan one month after he landed in this country from Ireland in April, 1906. He began as an office boy in the home office. After several years with the Metropolitan he had some field experience with the Aetna Life and the Globe Indemnity at Chicago, but in 1916 returned to the Metropolitan as joint manager in Chicago. H. J. Jeffery has had nearly 15 years experience in the bond business. He began with the Aetna Casualty & Surety at its Chicago office and became assistant manager of the surety department. In 1924 he was made manager of the surety department of the Metropolitan and in 1928 became joint manager with Mr. Finnegan of the entire office.

Meeker-Magner Has Over Quarter Century of Growth

THE agency of Meeker-Magner Company had its beginning in 1902, when Charles W. Meeker and Thomas J. Magner started an agency under the name of Meeker & Magner in a small office at 189 La Salle Street, Chicago. In 1910, the business was incorporated and the present name, Meeker-Magner Company was taken. Charles W. Meeker resigned from the company in 1912 due to failing health. The same year, when the Insurance Exchange building was completed, Meeker-Magner Company was one of the first insurance agencies to move into it, taking an office on the 18th floor. Since that time larger space at the same location has been taken.

WHEN the agency was started in 1902, it was appointed general agent here for the General Accident, which connection still exists, and for the past several years the larger portion of the agency's activities have been in the capacity of general agent for the General Accident. Each year since this connection was formed, has shown an increase in the business both of the agency and of the General Accident from a modest amount to the point where during the past two or three years their premium income on casualty writings in Illinois has been among the largest. This progress undoubtedly was due to the policy pursued from the beginning, of fair treatment to the policyholders, subagents and brokers, and the effort made at all times to help the producers in every possible way, and by efficient consideration of their problems, and to the efforts of Thomas J. Magner, whose straightforward business methods, personality, ability to organize, and assistance given to others, earned him a host of friends among people in all walks of life, to the time of his death in 1925.



H. J. JEFFERY

MRS. T. J. MAGNER is president of the agency. James A. Magner, who has been with the agency since 1909, is treasurer. The vice-president of the company is Frank J. Schafer, who has occupied that office since 1925. Prior to that time, and dating back to 1913, Mr. Schafer was manager of the General Accident's Chicago claim department. Earl F. Bush, of the agency's compensation and public

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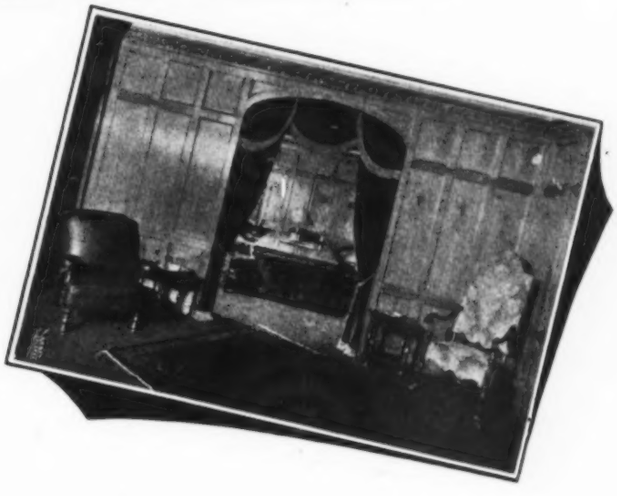
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liability underwriting department, and Harry W. Knollman of the agency's accounting department, have been identified with the agency continuously since 1913. Charles J. McCarthy, manager of the automobile underwriting department of the agency, has been with the company since 1914. The foregoing individuals, together with T. Gerald Magner and Richard T. Magner, sons of Thomas J. Magner, one of the founders of the agency, and both of whom have been with it for several years, comprise the present members of the firm. The agency also has a splendid staff of employes, most of whom have worked for it for several years. The casualty lines in which the agency specializes are workmen's compensation, public liability and automobile. In addition, all other lines are written.

Starkweather & Shepley Began in Chicago Fire Year

THIS year Starkweather & Shepley, Inc., celebrates the 57th anniversary of its founding, marking its substantial progress in moving the Chicago office to the new Insurance Exchange. During the Chicago fire period, the Starkweather & Shepley agency was being founded in the conservative city of Providence, R. I., by George Leander Shepley, later to be recognized as one of the leading underwriters in the country. The period from 1871 through 1928 has been one of great development in Chicago and one no less important in the development of Starkweather & Shepley.

STARTING in a modest way, but animated always by indomitable energy and following the path of integrity in its dealings with its companies and assureds, the agency has risen to a preeminent position in the insurance business, as Chicago has risen among the cities of the United States and the world. Although primarily interested in the fire insurance business, Starkweather & Shepley now writes all of the various lines its clients require. Its founder, Colonel Shepley, was always interested in risk improvement and as a result he advocated the use of sprinkler systems to reduce fire hazard. This eventually led to the installation of an inspection department in the agency which has been of inestimable value to assureds in servicing risks and has led to the firm's acquisition of many very large lines.

AFTER the Chicago fire and previously to 1900 the firm found it difficult to place large lines because of the disastrous experience of many companies in the fire and because of general underwriting conditions. This lack of facilities resulted, therefore, in Colonel Shepley's organizing the New England Lloyds in 1900. Under the able management of Starkweather & Shepley, Inc., the organization prospered, and in 1907 it was incorporated as the Rhode Island Fire.

With the expansion of New England's industries and the consequent flow of New England capital to other sections of the country, Starkweather & Shepley expanded also, and in 1900 the agency opened a branch in New York City and in 1907 opened its Chicago branch. The New York office has been continuously under the direction of John F. Huntsman, Jr., president of the corporation since the death of Colonel Shepley. Mr. Huntsman is celebrating his 40th year of service with the company. All other officers of the agency have been connected with it upward of 20 years.

BOTH the New York and the Chicago branches are known throughout the insurance world as large line offices. The opening of the Chicago branch was particularly significant because of the city's central location with reference to business and transportation facilities. The Chicago office since it was opened has been the central clearing office and the central point of contact for the firm. The office was originally located in the National Life, U. S. A. building, and was moved to the Insurance Exchange when the old half of the building was made ready for occupancy.

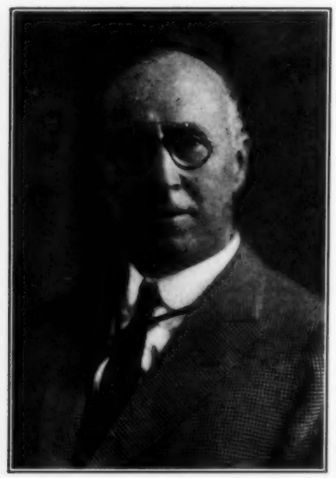
Indicative of the position of the Chicago branch is the extent of its territory, which includes all Western Union, inter-mountain and Pacific Coast territory. Under the late Herbert W. Burrows the work of furthering the interests of Starkweather & Shepley in the west was ably conducted until his premature death in 1927.

MR. BURROWS was succeeded as manager of the Chicago branch by L. D. Stitt. Mr. Stitt began his career in the insurance business in Chicago with the Great American Fire, under Manager Walter H. Sage. Following a considerable period of service with the Great American, both in the Chicago and the New York offices, he entered the offices of Marsh & McLennan, continuing with that firm until he joined the agency of Starkweather & Shepley.

Mr. Stitt is ably assisted by G. W. Bischoff, who has been with the firm since 1911. Previously to joining the firm, Mr. Bischoff was with the O. C. Kemp general agency, with which he was connected following service with the western department of the Liverpool & London & Globe.



L. D. STITT



JOHN J. SPEAR

Chicago Agency of Union Mutual Among the Oldest

ONE of the oldest life insurance general agencies in Chicago is that of the Union Mutual Life of Maine, which is now under the management of John J. Spear. The agency was organized in 1850 by special authority of the board of directors of the company. In the intervening years it has had a number of the outstanding life underwriters of the city at the helm, including Hervey Dale, one of the leaders in local association work as well as a prominent producer, and Byron C. Howes, now president of the Chicago Association of Life Underwriters. Mr. Howes succeeded Mr. Dale as head of the Union Mutual in Chicago, leaving that office to go with the Union Central, now being assistant manager under Darby Day. More recently Dr. Hiram C. Castor, one of the outstanding men in the ranks of Chicago life underwriters, was given a contract for the management of this office, though he never occupied the office, his death occurring shortly after he had made the arrangement with the home office officials.

JOHN J. SPEAR is at present manager for the Union Mutual Life, having taken this office this year. Mr. Spear has been in the life insurance business 11 years. For four years he was associate manager with Col. C. M. Knox, then manager of the Lincoln National Life in Chicago, and prior to that was engaged in personal production for three years. He then went with Fred S. James & Co. as manager of the life department which they opened four years ago. He opened this department and developed a large life business for the company, this being one of the first life insurance departments operating in the general insurance offices for the development of brokerage business. In his contact with Fred S. James & Co., Mr. Spear was eminently successful, building the department to an agency of several millions of dollars and not only developing brokerage business, but adding a staff of full time men to the agency.

Chicago Board's Great Record

ALTHOUGH there are traces of boards of underwriters in Chicago as far back as 1849, the present board apparently dates back to 1856, and clearly to 1858, when a voluntary association adopted a constitution and by-laws under the name of the Chicago Board of Underwriters. This association was granted a charter by the Illinois legislature of 1861, the charter providing that the constitution and by-laws of the old association should be the constitution of the corporation until regularly repealed or altered.

THE first record in the minutes of the Board of Underwriters of Chicago was dated Dec. 3, 1849, and signed by John C. Dodge, secretary, and George W. Dole, president. Dole was to become a prominent man in fire insurance in the city but Dodge's name does not appear very often.

The next record of a board is under the present name, Chicago Board of Underwriters. On Oct. 6, 1854, the following agreement is on record:

"The undersigned do hereby assent to the following tariff of rates, practices of hazards and general rules for the prosecution of the business of fire insurance in Chicago and pledge themselves to abide by the same in all cases." The signatures of a considerable list of agents and companies are attested by Julius White, "president of the Chicago Board of Underwriters," and W. B. Lounsbury, secretary.

ACCORDING to Andreas' History of Chicago, "in 1856 the second local board of underwriters was constituted." In the same year the board inserted an advertisement in the newspapers giving a table of short rates. It was the same as the present table, except that no period shorter than one month was recognized after the first month, and the charges for less than 30 days differed.

In 1857 John H. Kinzie was president of the board and Arthur C. Ducat secretary and surveyor. The office of the board was at 17 Dole's building.

Evidently this board continued, or at least was revived under the same name, because there is a record of the adoption of a constitution of the Chicago Board of Underwriters, under date of April 26, 1858, and the adoption of by-laws under date of May 7 of the same year.

THE present board was chartered by an act of the Illinois legislature approved Feb. 22, 1861. The board was made "a body politic and corporate," having for its name "The Chicago Board of Underwriters of Chicago." The board was decreed to consist of "the following and their associates, now composing the Chicago Board of Underwriters: T. L. Miller, Julius White, H. B. Willmarth, C. N. Holden, F. T. Atwater, B. W. Phillips, S. C. Higginson, Alfred James."

The charter was granted under the Illinois constitution of 1849 and is irrevocable. In nearly all states the corporation laws have been changed so as to make a charter little more than a registration and it is believed the Chicago Board is unique in having a perpetual irrevocable charter.

THE Chicago Board has functioned continuously since 1861. For a time there were other similar organizations in the city, one of them a rival. Naturally the records were destroyed in the great fire of 1871, but from 1872 the roster of officers shows no break.

The rival organization was known as the Underwriters Exchange. It was formed in 1880, when the outsiders apparently equaled the number of board members and efforts to get together within the board were unavailing. Yet conditions were so bad that the independents felt some control was necessary and formed their own exchange. Both bodies published their own rates. In 1882 the board and the exchange joined hands in rating the lumber yards of the city and property in the Union Stock Yards by schedules adopted by the two bodies. Notwithstanding this limited cooperation, conditions continued to get worse and in 1881 an unsuccessful effort was made to bring the board and the exchange together, by a committee of managers.

CONDITIONS got so bad that on March 5, 1885, a resolution was offered suspending rates on preferred risks, to take effect March 31, 1885. This brought matters to a head and while the resolution was suspended, the crisis resulted in the organization of the Chicago Fire Underwriters Association, taking in members from both the board and the exchange.

The Chicago Fire Underwriters Association operated successfully until 1894, when it was absorbed into a new organization owing to the growth of the suburban territory. It became necessary to have a body covering the whole of Cook county, and a new one, omitting the word "fire" from its title, was organized under the name of the Chicago Underwriters Association, taking in the whole county.

THE new body continued until 1904, when a member, under charges of violation of the rules, procured the intervention of a court in the form of an injunction. Under legal advice it was decided to merge both institutions under the charter of the Chicago Board of Underwriters and on Jan. 10, 1906, this merger took place. The board thus became the sole authority over the rates and rules

G. A. Mavon Was the First To Move Into New Building

G. A. MAVON, head of the insurance firm bearing his name, has the honor of being the first tenant in the new Insurance Exchange building, having taken possession of his new quarters Feb. 24 of this year. Mr. Mavon has been in the insurance business all his life. He started his career in 1902 in the office of the Traders Insurance Company of Chicago. After serving an apprenticeship there, the yearning to become a special agent made itself felt and he realized his ambition when he was appointed as the first special agent of the Walla Walla Fire, traveling in Illinois and Wisconsin. After two years with this organization, he became identified with the Ohio Farmers as state agent for Illinois and Wisconsin. Later Mr. Mavon returned to Chicago as Cook county special agent of the California Fire, then under the management of Henry Woessner. He remained with the California until its consolidation with the Commercial Union fleet in 1915. At that time he was appointed special agent for the Dubuque Fire & Marine, having supervision of the Class 2 agency plant in Cook county.

ALL of these connections gave Mr. Mavon a splendid training for his entry later into the general agency field in Chicago. As a Class 1 member of the Chicago Board, he has built up a very large agency, transacting business especially with Class 2 members of the board. Mr. Mavon is Cook county manager of the Dubuque Fire & Marine and the Western Fire and general agent for Illinois for the Potomac Fire. He is also general



G. A. MAVON

agent for the Glens Falls Indemnity, the Central Surety & Insurance Corporation and the Western Automobile Casualty, as well as agent for the Glens Falls Fire, Automobile of Hartford, Merchants Fire, New York Fire, and the Netherlands. Besides being identified with various organizations of the insurance world, he is president of the Nippersink Country Club at Genoa City, Wis., and a member of the Hamilton Club of Chicago.

governing fire insurance and the supervision of fire insurance in Cook county, which control it has continued to exercise to the present time.

UNDOUBTEDLY the charter granted by the state gives it a stability that would not inhere in a voluntary association, but as a matter of fact the board operates harmoniously and has not been arbitrary in its rules and regulations. Its charter, in fact, gives it such power "as is usual in boards or associations of underwriters." The charter is interesting as an early recognition by the legislature of the necessity of boards of underwriters. Incidentally the charter gives the board power to operate throughout the entire state of Illinois, apparently indicating an expectation even at that early date of a necessity for regulation of rates and practices in other cities.

THE board's work has always been constructive. The first one, in its rules of 1849, provided for systematic rating, that is, the fixing of rates according to hazard. In 1854 a table of rates was formulated and published in book form, the agreement signed upon adoption of the tariff binding the agents to observance of the tariff of rates and classifications of hazards. The science of fire rating of course has progressed enormously and there is a vast difference between the simple classifications of the early days and the elaborate analysis of hazard made under present schedules.

One of the great constructive enterprises of the board was the establishment of the fire insurance patrol in 1871, just after the big fire. Activities prior to the fire are not known except through records that might have appeared in general publications, as the board's own records of course were destroyed. It appears, however, that in 1856 a volunteer salvage corps had been organized under Secretary A. C. Ducat. In 1871 the patrol became part of the direct activities of the board and has continued as such ever since.

TO the Chicago Board in a measure also belongs the credit for the splendid and world famous Underwriters Laboratories. At a meeting held Jan. 14, 1890, the employment of an electrical expert to inspect automatic fire alarm systems, electric light plants and other electrical appliances was considered. In 1893 W. H. Merrill was employed as such expert, with whom was associated W. C. Robinson as hydraulic engineer. This was the germ of the Underwriters Laboratories, which has taken an incalculable part in the improvement of building and fire prevention in this country. Mr. Merrill became head of the Underwriters Laboratories and built up its service to insurance and to the general public. He was head of the laboratories until his death.

The immense influence of the board in the public interest can only be realized by those who know to what extent its advice is sought from a fire prevention standpoint not only on new construction but in making old buildings safer. Its rating schedules analyze the fire hazards and an owner or tenant can learn every phase that enters into his rate. This leads to structural and other changes that not only reduce the rate of the individual directly concerned, but often also of his neighbors, and in fact increases the fire safety of the whole city. The volume of this safety work is enormous.

Former Joyce & Co. Men Prospering in Own Agency

IT was on March 1, 1920, that four well known insurance men who had been engaged in this business for many years announced the formation of Stewart-Keator-Kessberger & Lederer, a general agency for the transaction of surety bonds and general insurance.

The new firm was appointed general agent for the United States Fidelity & Guaranty of Maryland. At the same time, it also accepted an agency of the Maryland, at that time closely affiliated with the United States Fidelity & Guaranty.

During the first few years of its existence, the agency placed most of its fire insurance business with agents and companies in the general fire insurance business. Several years ago, however, they became Class 1 members of the Chicago Board and accepted at that time agencies for the Home Fire & Marine, Delaware and Providence Washington.

The copartnership was later incorporated with the following officers: W. Herbert Stewart, president; Harry F. Keator, vice-president; Ed. H. Kessberger, vice-president, and Emil L. Lederer, secretary-treasurer.

Mr. Stewart has spent most of his business career in the surety bond and insurance business. His early training was with the American Bonding of Baltimore, after which he was manager of the Chicago branch until that company discontinued business. He then became vice-president of Joyce & Co., in which position he continued until the organization of the agency.

Mr. Keator received his early business training in the advertising business and became a vice-president of Joyce & Co.

Mr. Kessberger spent a large part of his early training as a local agent at Springfield, Ill., and afterwards became associated with Mr. Stewart in the Chicago office of the American Bonding. At the time this company was discontinued, he associated with him in Joyce & Co.

Mr. Lederer received all his early training with Joyce & Co. and continued with them until the organization of this agency.

IN addition to these officers, Grant F. Brabon, who has been associated with the organization for a great many years, is in charge of the development department and the production of new business. Mr. Brabon is ably assisted in that branch by John B. Swift, who has been with the organization a considerable length of time.

The underwriters in charge of the respective departments are as follows: Jules Juillard, casualty; T. C. Gordon, fire; John J. Gattorna, automobile; D. E. Harris, burglary and plate glass; Miss V. M. Griffin and P. E. Horgan, surety, and Emil C. Falasky, accounting.

This agency has prospered and indications are now that the volume of business transacted in the year 1928 will exceed $1,000,000. It has a wide circle of clients and friends who continue to trust their insurance requirements to this well known and equipped organization.

Miles & Miles Develop Big Auto Business for Union

MILES & MILES, Inc., is an aggressive general agency in Chicago which has exclusive jurisdiction over Illinois territory for the Union Automobile of California. The Union Automobile entered Illinois in 1923, appointing Miles & Miles as general agents for the entire state. This office has built a large business for the Union on automobile full coverage, in addition to the large general business which it has built. The Union Automobile has shown a remarkable growth in recent years, quadrupling its premium income in the five years since it entered Illinois. In 1927 the Union showed net premiums of nearly $3,000,000. The company has capital of $300,000 and surplus to policyholders of $562,346, with admitted assets of $2,759,939.

MILES & MILES is a brother partnership, W. A. Miles and M. A. Miles having come together from different corners of the United States to form this general agency. Both have been in the business for over 20 years and have been operating jointly in Chicago for eight years. W. A. Miles was previously in the east and M. A. Miles on the Pacific Coast and both have had a broad insurance experience. They have built an aggressive insurance organization which is rapidly growing.



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Many Changes Have Occurred

THE BOOK gotten out by Charles T. Rothermel in 1895 entitled "Portraits and Biographies of the Fire Underwriters of Chicago" is of interest these days in showing the numerous changes since that work was published. Mr. Rothermel was an adjuster. He was also a field man and later was chief clerk in the Thuringia's general office under Manager Voss. He was a brother of S. A. Rothermel, who at the time the book was published was assistant secretary of the Traders and head of the Traders' local agency. Another brother was W. H. Rothermel, who entered the adjusting ranks and became adjuster for Moore, Case, Lyman & Hubbard.

A glance through the book shows the effect of time. Most of the men whose biographies and pictures appear in this book are dead. Those who are living have changed greatly as the lines on their faces and the snow on the cottage roof will signify if perchance they are met on the highway.

WHATEVER may be said of the present day local agents, managers and field men, we all agree that "there were giants in those days." Insurance work then was not so standardized and "canned" or "bureauized." There was a greater play for individual initiative, judgment and enterprise. Business was not so complex, the underwriting procedure was more simple and there were no side lines to speak of. Agents and companies were not hampered by so much red tape and so many rules. This condition undoubtedly called for a great play of personality. There was need in those days for the individual type of underwriter. The man of great force, sagacity, diplomacy and cordiality was seen. Business was built largely about men. The organization then did not count for what it does today. Local agents had to be dynamic and possessed a real personality or they could not get business. Field men stood out prominently or they could not get agents. Managers and company officials were those who had a distinctive personality and who by sheer force of character and reputation were able to accomplish things. It was a time of individual achievement.

THE character of the men in the business at the time the Rothermel book was published gave evidence of individualism in business. Organization of course counted for something, but the individuals in them counted for more than they do today.

In recent years agencies have developed in Chicago and come into great prominence that were unknown in 1895. The so-called "Big Four" are still in existence, though with a different personnel. They have held their position, but other agencies which have developed and are now in the front ranks were unknown at that time. Some of the heads of those agencies were brokers or clerks that were just finding themselves.

THE "Big Four" agencies were Fred S. James & Co.; R. A. Waller & Co., Moore & Janes and R. S. Critchell & Co. Fred S. James and George W. Blossom were the major partners in the James agency. These two men were unlike in temperament, training and capability. They fitted into one another like a hand in a glove. Mr. James was the outside man, the contact point. He was convivial, cordial, warm-hearted, a club man who had many friends engaged in different lines of business. Therefore, it was his province to get the business or at least start the ball rolling, whereby it would come to the James agency. Mr. Blossom had been carefully trained in the company ranks with the Great American and Connecticut Fire western department. In fact, he assisted in organizing the western department of the Connecticut Fire.

MR. JAMES was western general agent of the Washington Fire & Marine and took Mr. Blossom in as assistant general agent and also as a partner in his local agency. When the Washington Fire & Marine was reinsured by the National of Hartford, Mr. James and Mr. Blossom took that company in the west with their old titles. Mr. Blossom, systematic, analytic and cautious, assimilated the business and carried on the office details. He was the governor of the machinery, so to speak, keeping it in running order, not allowing it to run too fast. He is still in the ring and head of the Fred S. James & Co. interests in this country.

ROBERT A. WALLER had associated with him in R. A. Waller & Co., Henry W. Marsh and Herbert J. Ullmann. Mr. Waller was a southerner having been born in the blue grass region in Kentucky and graduated from Washington & Lee University. He became a member of the firm of Bowmar & Waller and on Mr. Bowmar's ill health and retirement the agency was changed to R. A. Waller & Co. Mr. Marsh was at one time active in the Chicago local field, but eventually went to New York when the firm of Marsh & McLennan, the successor to the old Waller agency branched out and became a big factor in the east. Mr. Ullmann was a junior partner entering the old Bowman agency at the time Mr. Waller became associated with it. Later on, he became a member of the firm of O. W. Barrett & Co., but on the death of Mr. Barrett this agency was consolidated with R. A. Waller & Co., Mr. Ullmann becoming a member of the latter firm. On the death of Mr. Waller the firm name was changed to Marsh, Ullmann & Co.

CHICAGO'S RETAIL DISTRICT

Most of the retail business district of today south of Washington street is within the limits of this picture which shows Chicago looking southeast from the corner of Washington and Clark streets in 1858. The view which is southeast from Washington to Congress,



Clark street to Madison and thence east to Dearborn was a popular residence district. The large building in process of construction on the right is the custom house and postoffice at the corner of Dearborn and Monroe, where the First National Bank building now stands. Dearborn was not open beyond Madison at this time and citizens complained that the new government building was too far removed from the business center. *—Picture courtesy C. E. Jennings*

Casualty–Surety Growth Told

By WILLIAM S. CRAWFORD
Insurance Editor New York "Journal of Commerce"

UP to 1906 or 1907 insurance papers generally gave but little attention to the casualty and surety business. There were good reasons for this. In comparison with fire and life insurance these branches were young and small. The casualty and surety premiums of the entire country in 1904 amounted to only a little over $40,000,000. The bulk of the casualty business was written in the large cities by specialists and most of the remainder came from fire agents in the smaller places, the large majority of whom gave this business little attention, but had some risks of various classes on their books which came to them without much effort on their part. As for the surety business, it was written almost exclusively by specialists in the cities and banks and lawyers in the smaller places.

THE insurance papers secured their advertising chiefly from the fire and life companies. Their editors were familiar with these branches. Their readers were interested chiefly in them, and the number of specialists handling casualty insurance and suretyship was too small to justify giving much space to their interests. Similar reasons prevented the insurance papers from paying much attention to marine insurance until the World War.

AMONG the weekly and monthly publications THE NATIONAL UNDERWRITER was one of the first to take the general casualty and surety business seriously. This came about in a peculiar way. During the years 1900-1903 C. M. Cartwright had been the sole editor and news gatherer, aside from a few correspondents at various points. In January, 1904, he took on the extra work of conducting the insurance column of the Chicago "Tribune" and was obliged to secure an assistant. I had worked on the paper when it was published at Cincinnati and had acted as part-time correspondent at Cleveland in 1902 and 1903, and when Mr. Cartwright offered me the position as his assistant I was very glad to accept it.

He was then covering the fire insurance news every day for the "Tribune," so I was assigned principally to Chicago life offices for such time as a miscellaneous lot of office duties permitted me to be on the street. We both visited casualty and surety offices to some extent, Mr. Cartwright doing the most of this, however.

About 1906 or 1907 I wanted a chance to earn more money on the side, and Mr. Cartwright suggested that if I cared to visit the casualty and surety offices, keep account of the time I spent in this way and make it up doing work at home evenings, the paper would pay me for the casualty and surety news I secured at the same rate as it paid correspondents. Under this arrangement I soon began devoting considerable time to casualty and surety news by day and writing material for the old Life Underwriters' Supplement at home.

WITH a "single track" mind, I soon found myself interested in the casualty branch and in suretyship almost to the exclusion of other kinds of insurance. The part-time arrangement lasted but a few months. The paper was prospering, my salary was raised and I was assigned to casualty and surety news except for my office work. Later I was relieved of most of that and for six or seven years I devoted my attention almost exclusively to the news of the miscellaneous branches and editing the news of this class which came in from the rapidly growing staff of correspondents.

Mr. Wohlgemuth and Mr. Cartwright were allowing me all the space I wanted for the casualty and surety department and it was up to me to make as good as I was able. It was a combination of splendid foresight on their part and of good luck that the development of the casualty department was started just at that time. It was a period of marked changes in the insurance business. The miscellaneous classes were coming to the front rapidly and the number of those really interested in them was growing fast.

FIRE insurance had been going from bad to worse for several years previous to 1904. Rate cutting was rampant and many small companies, and even some large ones, were reinsuring and going out of business. When the Baltimore conflagration took place early in 1904 the situation became desperate and a 25 per cent flat advance in fire insurance rates was ordered, pending rerating under schedule. That brought fire rates in the west up to the highest point they had reached in some years, and agents accordingly made money.

BUT the rates began to descend from the peak, for the Dean schedule was adopted in 1904, and as rapidly as it was applied it usually brought reductions from the high rates following the 25 per cent flat advance. Furthermore, with rates stabilized and reductions allowed only for actual improvement in the risk or for betterments in municipal fire protection, there was a real inducement to municipalities to improve their fire protection and to individual property owners to remove defects in their risks, as seeking for agents who would cut the published rates availed less than formerly.

IN April, 1906, came the San Francisco conflagration. If fire insurance companies were beginning to forget the tribulations of the Baltimore fire their memories received a rough jogging up and adherence to published rates was pretty general. Outside of a few states, where anti-compact laws made close observance of rates very difficult, the public was learning that the only way to get reduced fire rates was to reduce the hazard.

RATING bureaus were busy throughout the west rerating towns and usually the rates went down from the 1904 peak. Agents' incomes from fire insurance were sagging. In some cases they took a very decided drop as certain of their largest premium producing risks installed automatic sprinklers and either secured very low rates from stock companies or went to the mutuals.

THE organization of so-called "trusts" was still going on and many local agents lost their best lines as plants in their towns went into consolidations and the control



William S. Crawford, insurance editor of the New York "Journal of Commerce," is one of the outstanding figures in newspaper work. For many years he was connected with THE NATIONAL UNDERWRITER *as associate editor. There is no better man known throughout insurance domain than Mr. Crawford. He has a keen, penetrating mind, a very conscientious heart and is one of the most observing men who wields a pen. Ever since he entered insurance newspaper work he has taken an especial interest in the casualty and surety fields and during his years in Chicago gave his attention very largely to those classes. He has watched the growth of the field from its early days to its present commanding position and is therefore particularly well fitted to review that growth and development.*

of the insurance went to headquarters and was turned over to one large city agent or broker. Brokers in New York, Chicago and elsewhere were also reaching out for large individual risks throughout the country, putting engineers on them to recommend improvements and schedule experts to work down the rate, and the average local agent was powerless to meet this competition, as he was expert neither on hazards nor on schedule rating.

THE introduction of graded commissions by the Western Union in 1899 had made 25 per cent the prevailing commission for preferred business and had attracted to the business hundreds of people who could get the insurance on a few dwellings and some household furniture. Treaty reinsurance was becoming a larger factor and, as companies with extensive reinsurance facilities increased their gross lines, agents reduced the number of companies represented and the companies which were thrown out of established agencies sought new agents and put them into the business, while many companies established underwriters agencies and started still more agents.

ALTOGETHER, established fire insurance agents in the smaller cities and towns were having a bad time, with sagging rates, loss of large risks and increased competition for small ones. They were simply forced to seek new sources of revenue.

THE NATIONAL UNDERWRITER had always been a local agents' paper. In connection with the compilation of Underwriters' Hand Books it had worked one state after another for circulation very intensively. In Ohio particularly, and in other western states in a less degree, some local agent in nearly every village was a subscriber. THE NATIONAL UNDERWRITER was the one source of news and inspiration to many of these agents, and it was therefore in a peculiarly strong position to point out to them the opportunities for increasing their incomes through developing casualty and surety lines.

IT is my firm belief that the foresight of Messrs. Wohlgemuth and Cartwright in deciding at that time to enlarge the casualty department of THE NATIONAL UNDERWRITER made the paper a very important factor in the development of the casualty and surety business in the west. They devoted space and expense all out of proportion to the advertising returns. Some companies appreciated what the paper was doing for the business and advertised liberally. Others were as tight as the bark on a tree in August, recognized no obligation for effective efforts to increase their business and appeared to take pleasure in consistently ignoring all arguments THE NATIONAL UNDERWRITER advanced. Some of these, however, adopted a more enlightened policy later.

SINCE about 1900 THE NATIONAL UNDERWRITER had been publishing in one issue each month the "Life Underwriters' Supplement," consisting of eight pages of "educational and semi-technical" material for life insurance agents. Early in 1909 Mr. Cartwright decided to put on a four-page "Casualty and Surety Supplement" of a somewhat similar character. The editing of this fell to my lot, and I put in many an hour of interesting work getting opinions from leading casualty and surety men in Chicago and utilizing them in the Supplement.

IT was a useful publication at that time, for there were not then casualty courses in insurance societies and extension departments of universities, and the literature of these branches was rather limited except along law lines. The Supplement served as a primer to many young agents whose opportunities to learn anything about these branches had been limited. I shall always feel grateful to the general agents and managers who generously permitted me to take hours of their time as they instructed me and gave me material to pass along to others.

BACK around 1900 there were very few companies which wrote both casualty insurance and surety bonds. The surety companies had usually appointed banks or lawyers to represent them, as the individual company was specializing on fidelity or on probate bonds, and comparatively few insurance agents paid any attention to suretyship. They did not like it. It required too much effort to overcome the inertia of the old personal suretyship system, and agents, accustomed to issue fire insurance policies, objected to the detail and delay in securing information and submitting applications to a general agency or branch office and, in the case of fiduciary bonds, earning their commissions by handling the details of joint control and release from liability months after the commission had been spent.

LATER, however, the lines between casualty insurance and suretyship largely broke down. The United States Fidelity & Guaranty went into the casualty business in 1910 and soon afterwards the Fidelity & Deposit adopted the same course. The Maryland Casualty reinsured the business of the Bankers Surety and went into the surety business. The Massachusetts Bonding reinsured the Pennsylvania Casualty and entered the casualty field. The Aetna Life put the Aetna Casualty & Surety into the general casualty and surety field. Several other prominent old companies broadened their scope and when the Royal Insurance Company inaugurated the movement, since so

(*Continued on page* 163)

Chicago F. & M. Organized by Experienced Agency Men

THE Chicago Fire & Marine was launched in 1922 as the largest capitalizing insurance company in the state. It had a capital of $1,000,000 and started with a paid-in surplus of $573,344. It was organized by Harold M. O'Brien and Frederick O'Brien, members of the O'Brien Insurance Agency, which had been founded 32 years previous by Harry J. O'Brien. Harold O'Brien is president of the company, also being president of the Presidential Fire & Marine, its running mate, and Frederick O'Brien is vice-president and secretary.

SINCE the time of its organization, the Chicago Fire & Marine has shown a steady and remarkable growth, as evidenced by the figures on assets, showing $2,044,493 on Dec. 31, 1922, and $2,840,822 on Dec. 31, 1927. In addition, its unearned premium reserve has grown from $335,475 on Dec. 31, 1922, to $1,453,928 on Dec. 31, 1927. This unearned premium reserve now has a conservative liquidating value of nearly $600,000.

The growth of the underwriting business of this company can probably best be figured by the net premiums written, which in 1922 amounted to $449,192 and in 1927 to $1,471,989. In this comparatively short time the management has established and developed an excellent agency plant as is shown by the premium figures and the company is at present operating in 28 states.

HAROLD O'BRIEN has been in the insurance business since 1917 and a member of the O'Brien Insurance Agency since 1921. He and his brother joined their father in operating this old established agency and these three conceived the idea of a new company. The father did not live to see the fruition of his plans, but the sons launched the organization in 1922 and together are carrying out their father's ambitions.



HAROLD M. O'BRIEN



FREDERICK O'BRIEN

since "Remember the Maine" days



ROGERS & ROLLO was established in 1898, the year of "Remember the Maine". Since then great changes have taken place in the insurance business as well as in all other lines of business endeavor.

Rogers & Rollo have come down through those years of changes, always adopting the proven newer methods and incorporating them in their services.

Rogers & Rollo are Cook County General Agents for the American Central of St. Louis and Local Agents for a number of strong fire and casualty companies.

Rogers & Rollo invite correspondence from agents and brokers interested in a cordial and personal insurance connection.

Rogers & Rollo
ESTABLISHED 1898

1951 INSURANCE EXCHANGE
Chicago, Ill.

OUR PHONE IS Wabash 0953

Aetna Fire Credited with First Policy in Chicago

ONE of the pioneers in the Chicago field was the Aetna Fire of Hartford, which is credited with writing the first policy ever written in Chicago. The policy was written by Gurdon S. Hubbard in 1834. Mr. Hubbard was definitely commissioned as agent for the Aetna in 1843. During those early years the Aetna uniformly declined Chicago business as extra hazardous, it being regarded as a "wooden city." Beginning with 1843, however, the company has had regular representation in Chicago and has developed a huge business in Chicago, which has either put it in first place or at least near the top persistently.

FROM 1843 to 1907 the Chicago business was handled through the Chicago branch. Mr. Hubbard operated until 1866 first alone and then, under the firm name of Hubbard & Hunt. The agency was then taken over by Jonathan Goodwin, Jr., and Henry L. Pasco, who managed the agency until 1875. It was in 1875 that the agency became a Chicago branch office and Mr. Goodwin was placed in charge as general agent. In 1885 he was succeeded by James S. Gadsden, who in turn was succeeded by Louis O. Kohtz in 1911. In 1907 the Chicago branch was merged with the western branch, which was moved to Chicago from Cincinnati in that year.

THE western department of the Aetna is one of the oldest in the western field, though the bulk of its life was spent in Cincinnati. Known as the western branch, it was founded in 1853 with J. B. Bennett as general agent. Mr. Bennett was one of the outstanding figures in the early days of fire underwriting in this country. He was a man who believed in directing his own affairs without supervision from above and this led to his retirement from the Aetna in 1870. In that year it became known that he planned to build a new building in Cincinnati to house the western branch, without consulting the directors and officers of the company. When these notables called upon him in Cincinnati to discuss the matter, he roughly told them to be seated and that he would see them when he was through with the business at hand. He was not checked by this, however, and when he left the Aetna he organized and became president of two other fire companies.

IN 1870, Frederick C. Bennett, the brother of J. B. Bennett, was appointed general agent in the latter's place. William H. Wyman joined Mr. Bennett as assistant general agent and the two directed the affairs of the office until 1890. In that year it was decided to divide the field and in addition to the western branch at Cincinnati a northwestern branch was opened at Omaha, with Mr. Wyman as general agent there. Chicago was still operating as an independent branch, but the remainder of Illinois and the western part of the present western Ohio territory went under the jurisdiction of the Omaha office. F. C. Bennett died in 1897, after 50 years of continuous business in fire underwriting, 43 of these being spent with the Aetna. For nearly half a century the two brothers had directed the western business of the Aetna.

IN 1897 Thomas E. Gallagher, comparatively a newcomer in western fire underwriting, was appointed joint general agent with N. E. Keeler, who had been Mr. Wyman's assistant in Omaha, to take charge of the Cincinnati office. This arrangement continued until 1907, when Mr. Keeler retired after 42 years of continuous service with the Aetna. In that year it was decided to move the western department to Chicago, absorbing the Chicago branch and placing Mr. Gallagher in charge as general agent and Mr. Kohtz as assistant general agent. In 1910 the final development of the western department was effected, the northwestern branch at Omaha being consolidated with the western department at Chicago under the management of Mr. Gallagher as general agent and Mr. Kohtz as assistant general agent.

IN 1915 Ralph B. Ives, then assistant secretary at the home office and now president of the company, was transferred to Chicago to assist General Agent Gallagher. In 1919 Mr. Ives was elevated to the vice-presidency of the company. In 1923, when he was called to Hartford to assume the presidency John M. Thomas, previously with the Fire Association, was appointed western manager for the Aetna. In 1927, when Mr. Thomas was called back to the Fire Association to become vice-president of that company, W. N. Achenbach was appointed western manager, which post he now holds.

Mr. Achenbach has been with the Aetna for 13 years. He began in the insurance business in 1910 in a local agency at Columbus, Ind. After six years in this work he entered the field as special agent for the Aetna in Indiana. After two years in the Indiana field he became Michigan special agent for the company, and in 1920 was made the Aetna's state agent in Michigan. Four years later he was taken into the western department as assistant western manager and in 1927 became western manager.



W. N. ACHENBACH



SAMUEL HEIFETZ

Heifetz Sets Record as Producer, Agency Leader

SAMUEL HEIFETZ, manager of the Mutual Life of New York, has moved his agency headquarters back to the Insurance Exchange, where they now occupy practically all of the space on the 14th floor overlooking the court. It was in 1915 that Mr. Heifetz rented a small office on the 18th floor of the original section of the Insurance Exchange and there conducted his business until on Jan. 1, 1926, he became manager of the Mutual Life and established his agency in the Illinois Merchants Bank building.

He always looks back upon the many years that he officed in the Insurance Exchange building as the most pleasant he has ever known for he formed many friendships that he treasures today and he acquired the good will and confidence of hundreds of brokers who placed business through his office.

THE new offices cover 2,000 more square feet than the old quarters in the Illinois Merchants Bank building and are most completely equipped for life insurance purposes. The entire area was designed and furnished to accommodate the needs of the Heifetz agency, which has more than 100 agents under contract and is growing rapidly in prestige and popularity.

Everything to help the individual producer help himself is offered by the Heifetz agency, which prides itself on the fact that it does not concentrate on clients and cases of any particular class. Instead, it devotes specialized knowledge to each and every risk as it meets them, whether large or small, and fits its policies to suit the particular needs of the client as a tailor does clothes. Only recently Mr. Heifetz has perfected and is now putting into operation a plan of teamwork between his agents and those desiring to broker life insurance cases from time to time, which plan promises to increase the production of the agents and be of invaluable assistance to the broker.

The rapidity of the growth of this agency is best evidenced

by the fact that Manager Heifetz has built the production of his agency to more than $1,000,000 a month in less than three years. While previously he had been one of the Mutual Life's leading personal producers for 15 years, and led the entire United States for this giant institution four different years, he did not become manager in Chicago until the start of 1926. Since then the business of his agency has been increased at such a remarkable rate that it has paid for between $12,000,000 and $13,000,000 the past 12 months. In consequence the Heifetz agency has attained fourth place among Mutual Life offices throughout the entire United States in its fulfillment of percentage to quota.

NOT the least of the reasons for this record is the fact that Mr. Heifetz's own ability as a personal producer is an inspiration to everybody connected with the agency. All of his business career has been devoted to life insurance, and within the Chicago area. As ages go, he still is a young man; but facts and figures reveal that he has been fitting life insurance to suit personal needs for 21 years.

It was as long ago as the panic year of 1907 that Mr. Heifetz began as a life insurance man, carrying a rate book in his hip pocket for the Prudential. The start was in Chicago, where he so well succeeded that he was promoted to assistant superintendent of the company's Gary district. In 1911, Mr. Heifetz returned to Chicago as agent of the Mutual Life, and has remained with the company ever since.

YEAR after year he climbed toward the top, determined that he eventually would become the leading producer of all the agents of America's oldest life insurance company. Finally, in 1919, he achieved his ambition with a personal production running into the millions, which made him the company's leading producer in the United States for that year. Then, by the way of proving that his achievement was no "flash in the pan," Mr. Heifetz "followed through" so effectively that he led the company's entire agency force in three other subsequent years. Considering the magnitude of the Mutual Life's operations and the several thousand agents by whom it is represented throughout the country, Mr. Heifetz's record is probably unparalleled.

Merger Gave Chicago Big Life, Disability Company

ABOUT three years ago, through a merger of three prominent companies, Chicago was given a life, accident and health company which immediately assumed an eminent position in the business. The Washington Fidelity National, with its home office on Howard street, up on the north shore, does a life, accident and health business; its casualty department alone reporting well over $5,000,000 in premiums last year. Three companies, the United States National Life & Casualty of Chicago, the Washington Life & Accident of Chicago and the Fidelity Life & Accident of Louisville, Ky., joined their interests in 1926 and emerged as an outstanding institution under the name of Washington Fidelity National. Thus it took a portion of each of its three predecessors' names.

THIS also gave the official family of the new company the combined man-power resources of the three former companies. H. R. Kendall, who had been president of the Fidelity Life & Accident, is now chairman of the board. George R. Kendall, who previously had been president of the Washington Life & Accident, became president of the new company. Z. T. Miller, formerly vice-president of the Fidelity Life & Accident; C. B. Crawford, formerly vice-president of the Washington Life & Accident, and Curtis P. Kendall, formerly secretary of the Washington Life & Accident, are all vice-presidents of the new company. James F. Ramey, former insurance commissioners of Kentucky, and later secretary of the Fidelity Life & Accident, is secretary of the Washington Fidelity National. Claude P. Kendall, formerly manager of the Prudential's claim department, is treasurer. These men and a number of others prominent in the activities of the three companies are now in charge of the Washington National and are increasing its prestige throughout the country.

WHILE the first beginnings of the company date from 1911, and therefore, it has really been in business 18 years, it is a unique fact that the organizations which united to make up the present company were each of them, as then operating, incorporated the same year, 1923. That was not the year which marked the actual beginnings of their activities, but it was their common incorporation year. The United States National Life & Casualty had operated prior to 1923 as the casualty department of the National Life, U. S. A., Chicago. In that year it was separated and incorporated as a casualty company. The Washington Life & Accident had operated prior to 1923 under an assessment charter. It first began business in Springfield, Ill., and in 1917 moved to Chicago. The following years saw such a remarkable growth that the company was put on the stock basis in 1923. The Fidelity Life & Accident was launched in 1923 and had made an excellent start before the consolidation in 1926.

That consolidation created a Chicago company with well over $5,000,000 in annual premium income, resources well over $1,000,000 and doing business in 47 states and the District of Columbia. It has become the second largest company in the country writing industrial, accident and health insurance. It has been steadily growing. Last year's annual report showed a total premium income of $5,722,682, assets $1,415,365 and business done in every state except New York. The company issues ordinary life, intermediate life, industrial life, industrial accident, industrial accident and health, monthly accident and health, commercial accident and health, group accident and health, automobile accident (personal), franchise and railroad installment insurance.

THE consolidation of the three companies into the Washington Fidelity National brought the Kendalls together into one company; they are now the outstanding figures in the organization. Harry R. Kendall, chairman of the board, has been in insurance work for over 35 years. Prior to his organization of the Fidelity Life & Accident in 1923, he had been continuously with the Prudential for 30 years. He was Louisville superintendent for that company for almost a quarter of a century and was the country-wide leader of that company when he resigned to form his own company. He was a superintendent for the Prudential before he was 21 years old. He has always been a keen business getter. George R. Kendall, president of the Washington Fidelity National, was previously president of the Washington Life & Accident. He, too, was an old Prudential man, holding many important field offices for that company. In 1911 he left the Prudential to establish the Washington Life & Accident and built that company into one of the most aggressive in the industrial disability field.



H. R. KENDALL



G. R. KENDALL

The Rookery

"Right after the big Chicago fire in 1871, the city built a two-story brick building on the southeast corner of La Salle and Adams streets. The police and fire departments, as well as other city offices, were located there, with court rooms on the upper floor. The Rookery building, which occupies this site, takes its name from the old one."—C. E. Jennings.

BROKERAGE BROKERAGE BROKERAGE BROKERAGE BROKERAGE BROKERAGE



L. D. STITT MANAGER
STARKWEATHER & SHEPLEY INC.
AGENTS AND BROKERS
A 1255-61 Insurance Exchange, Chicago

NEW YORK OFFICE
123 William Street

PROVIDENCE OFFICE
17 Custom House Street

Cook County Managers for
RHODE ISLAND INSURANCE CO.
MERCHANTS INSURANCE CO.
GUARANTEE INSURANCE CO.
Providence, R. I.
GENERAL AGENTS
GLOBE INDEMNITY COMPANY

Hansmann Head of F. & D. Illinois State Department

WITH its organization completed in 1890, the Fidelity & Deposit in 1891 opened a branch in Chicago under Allen W. Peck, as manager. The company then had $500,000 capital paid in without surplus, against the present capital of $5,000,000 with surplus of $6,787,197. The capital was increased several times by selling additional stock well above par until $3,000,000 capital and $2,200,000 surplus had been paid in. On April 26, 1923, the company declared a stock dividend of 66⅔ percent, or $2,000,000, bringing the capital stock up to the present figure. The company was founded by Governor Warfield, one of the early giants of the surety business. Charles R. Miller is president and W. Bladen Lowndes chairman of the board. The first vice-president is George L. Radcliffe, and the second vice-president Frank A. Bach.



WILLIAM H. HANSMANN

THE Fidelity & Deposit took over the American Bonding of Baltimore in 1913. That company had $750,000 capital and over $800,000 surplus, which were added to the resources of the Fidelity & Deposit. The American Bonding always maintained its corporate organization and in 1926 it was decided to put it again actively in the field. The capital was made $1,000,000 and the surplus $500,000. At the end of 1927 the surplus had grown to nearly $600,000.

In Chicago Mr. Peck continued as manager until he died in 1898. He was succeeded by Zan L. Tidball, who later pioneered the surety business in Mexico. A. C. Arnold succeeded Mr. Tidball and shortly formed a partnership with Pere L. Wickes under the firm name of Arnold & Wickes, as general agents. Mr. Wicks left the firm in 1907 and in 1908 Mr. Arnold consolidated with Conkling, Price & Webb, present general agents in Chicago. Conkling, Price & Webb continue to represent the company to this day and do an immense business for it.

AN Illinois state department was opened in Chicago under William H. Hansmann as manager in 1920. The office was started in the Illinois Merchants Bank building, but on the opening of the new section of the Insurance Exchange it took its present quarters on the 15th floor. The territory of the office has been enlarged so that it now covers half of Illinois, northern Indiana and eastern Iowa.

Mr. Hansmann is one of the "young veterans." He has been in the surety business since 1902, when he started with the American Surety in Chicago. In 1904 he transferred to Conkling, Price & Webb, then representing the United States Fidelity & Guaranty. When Conkling, Price & Webb took the Fidelity & Deposit, Mr. Hansmann remained with the United States Fidelity & Guaranty under Frank Hancock and the late George E. Brennan. In 1909 he became secretary and treasurer of John McGillen & Co., who represented the American Bonding, which was reinsured by the Fidelity & Deposit in 1913. In 1920 Mr. Hansmann opened the branch office for Illinois. The American Bonding was again licensed in 1926, so that he is again manager for that company as well as the Fidelity & Deposit.

Continental Gives Chicago One of Nation's Leaders

RANKING high among the casualty companies of America, the Continental Casualty of Chicago has added prestige to Chicago's claims as an insurance center. The Continental Casualty is now one of the giants in the business and it has a record of over 30 years of successful operation. The company was organized in 1897 as the Continental Assurance, being an Indiana corporation with $100,000 capital and $60,000 paid in surplus. Today the company reports capital of $3,000,000, surplus to policyholders of $6,500,000 and admitted assets of $20,375,040. In 1927 the premium income was $14,611,394. The Continental has become a leader in several branches of the casualty business, its totals on individual lines bringing it to the fore throughout the country. Its automobile premiums in 1927 were well over $3,000,000. Compensation premiums were nearly $2,000,000. Accident and health premiums were over $6,500,000. A full line of casualty and surety coverages is written, including even some of the newer features such as steam boiler, engine and machinery breakdowns, noncancellable health and accident and the like.

IN the early days of the company C. H. Burke and later C. H. Bunker served as president, these two leading the organization until 1906, when H. G. B. Alexander was named to that post. Mr. Alexander had been with the company since its organization. He had been prominent in the casualty business in the west for a number of years prior to 1897, and when the Continental Casualty was organized, he was selected as superintendent of agencies. He later became vice-president and in 1906 was elected president. Early this year he was elected chairman of the board and just a few months ago he died, taking from the western field one of the outstanding agency and company men in the casualty ranks.

HERMAN A. BEHRENS is now president of the Continental Casualty. He was elected president when Mr. Alexander was promoted to the chairman of the board. Mr. Behrens has been the active leader of the company for a number of years and has given an aggressive leadership. He is a man of dynamic force and is both a keen underwriter and business producer. He has had long experience in insurance work, originally starting in the life insurance field. His first connection was with the old Conservative Life of San Francisco in the actuarial department. He accompanied Wilbur S. Tupper, the head of the organization, on his trips through the country and became acquainted with life insurance and life insurance officials nation-wide. When the Conservative Life was taken over by the Pacific Mutual Life, Mr. Behrens went with that company and eventually was located in Chicago, looking after the industrial health and accident department, which was a large factor. He proved to be a most successful administrator and Mr. Alexander shortly called him to the Continental Casualty, when that company became a multiple line company. He came up through the official ranks and now heads this giant casualty company of the west. He is also president of the Continental Assurance, the life insurance running mate of the Continental Casualty.



HERMAN A. BEHRENS

Tow Carts with Engines

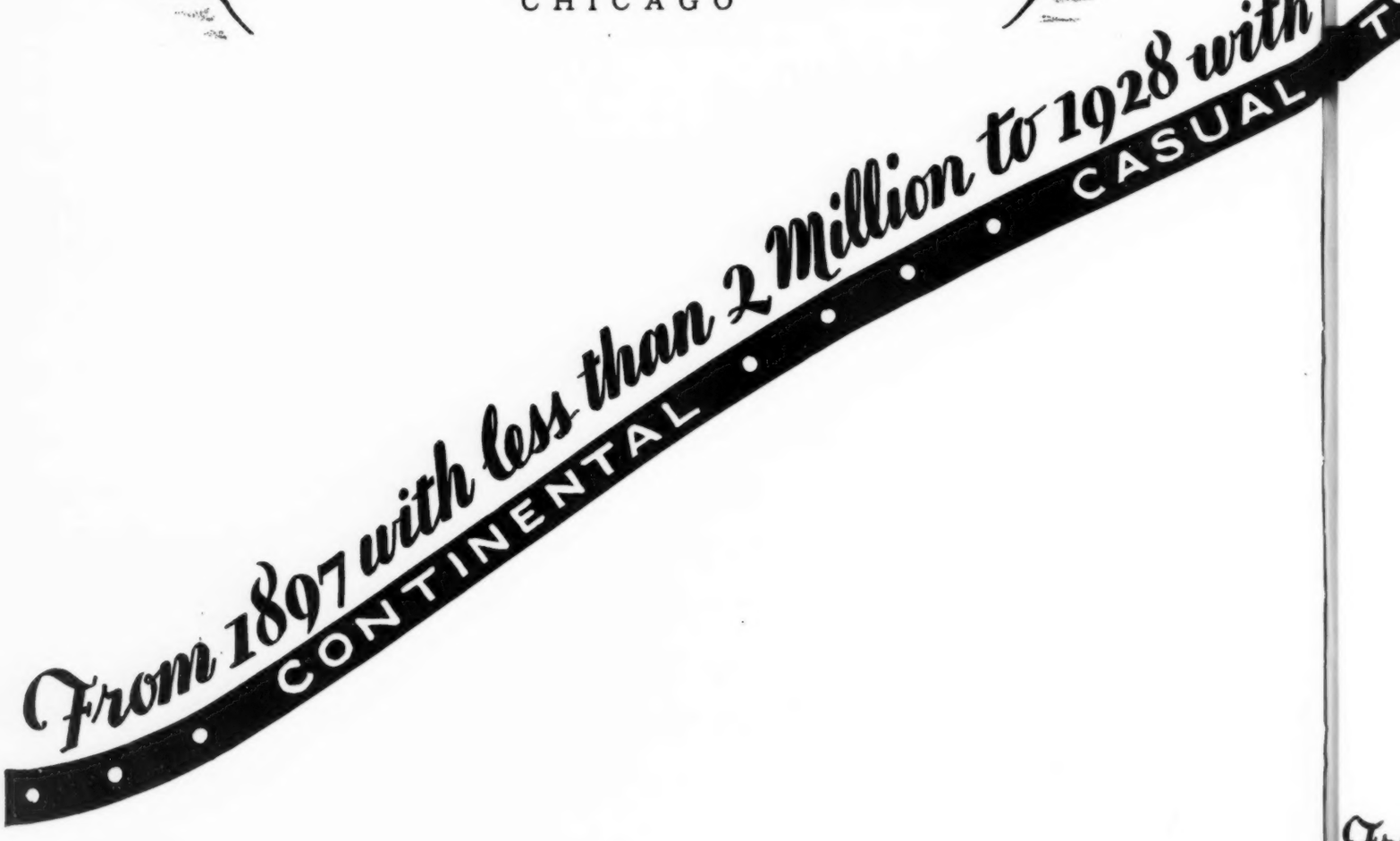
"Fifty years ago fire department engines towed a small tender about like a good sized push cart, which was used for carrying supplies of fuel for the engine. The one horse, two wheeled hose carts, with a reel on which to wind the hose, also were used.

"George Hannis, whose shop was on the south side of Michigan street, just west of Wells, made and repaired all this apparatus for many years. One thing they used then, as now, was red paint on all equipment."—C. E. Jennings.

Proud of our History

The two heavy lines running across these two pages portray our growth far better than words could possibly do. What they do not tell, however, is how that growth was accomplished. How beginning from Scratch in 1897 the Continental Casualty developed its business until now the latest available figures indicate that the 1928 premiums will be over 15 million dollars. Or how the Continental Assurance organized in 1911 built first a firm foundation and then in 1916 began a growth that today places it among the Life Companies having over a hundred million dollars of life insurance in force. This accomplishment cannot be explained in a few words — the whole program of the Continental must be understood before a sound conclusion can be reached. The Continental Companies welcome inquiries from responsible agents alive to the possibilities of a connection with a company with progressive ideas on how insurance should be merchandised.

CONTINENTAL CASUALTY COMPANY
CONTINENTAL ASSURANCE COMPANY
CHICAGO



h over 15 Million Dollars of Premium Income

TY COMPANY

From 1911 with less than 10 Million to 1928 with over 100 million Life Insurance in force

CONTINENTAL ASSURANCE COMPANY

CONTINENTAL CASUALTY-ASSURANCE COMPANIES
JUSTICE TO ALL
CHICAGO

Holds Conventions in Chicago

ONE of the western organizations which has come to be distinctively Chicagoan in atmosphere is the Fire Underwriters Association of the Northwest. This organization, first known as the "Association of State Agents and Adjusting Fire Insurance Agents of the Northwest," was first launched in Ohio by an Ohioan, but since 1875, its headquarters and convention city has been Chicago. The original association was largely the product of the efforts of Major Charles E. Bliven, who was at that time Ohio state agent for the Manhattan Fire. He first broached the subject to a group of insurance men who were adjusting a loss at Burlington, Ia., in the summer of 1870. The idea did not take root at once and it was not until Feb. 22, 1871 that the organization meeting was called at Dayton, O. At that time Mr. Bliven had become western general agent for the Howard Fire.

THE first meeting was attended by 15 of the prominent agents and field men in western territory. It was before the Chicago fire and before most of the companies had western department offices. Conditions in the field were not satisfactory and they recognized the need for reform in field operations. The organizers and charter members, including a number of men who later became very prominent in the western field, were as follows: J. S. Reed, Ohio state agent for the Security of New York and Merchants of Hartford; W. F. Fox, Ohio state agent of the Putnam of Hartford; G. K. Snider, general agent of the Underwriters; C. W. Marshall, Ohio state agent of the Home of New York; Jacob Peetry, general agent of the Home of Columbus; J. P. Vance, Ohio state agent of the North America; James A. Daniels, Ohio state agent of the Hartford; R. S. Sayers, special agent of the Home of New York; J. W. Boyd, special agent of the Home of New York; C. K. Drew, special agent of the Hartford; W. H. Wiltsie, state agent in Indiana and Ohio for the Continental; A. C. Blodget, Michigan state agent for the Franklin; J. J. Shepherd, assistant secretary of the Cleveland; E. P. Foreman, special agent of the Lamar of Chicago; and C. E. Bliven, Ohio state agent for the Manhattan.

MAJOR BLIVEN was chairman at the organization meeting and was elected secretary and treasurer. Mr. Reed was the first president and R. L. Douglass was vice-president. Another meeting was held five months later at Indianapolis at which 29 new members were admitted. Among these new members were such figures as E. L. Ellison, later president of the North America, M. O. Brown, later vice-president of the Westchester, J. M. Rogers, later western manager of the Queen, and J. M. DeCamp, later western manager of the Liverpool & London & Globe.

At this second meeting organization details were more carefully worked out and a constitution was adopted. The purpose of the organization was outlined as corrective of certain irregularities which maintained among adjusters in the settlement of losses, among solicitors in authorizing risks, and among local agents in procuring business. The working policy was initiated and action was immediately taken in the form of a resolution in the matter of adjustments.

IT was suggested that companies discontinue the practice of turning over adjustments to local agents, insisting that these should be made by company men. Another resolution considered at that second meeting was the discontinuance of the practice of paying more than 15 percent commission. This resolution, however, was nullified. At the second meeting, A. C. Blodget was elected president, Mr. Douglass and Mr. Bliven continued as vice-president and secretary respectively, and D. W. Marshall was made vice-president. Mr. Blivens served as secretary and treasurer from its organization in 1871 until the 1877 meeting when he was elected president.

THE third meeting was held in Detroit in the summer of 1872. Between the second and third meeting the fire insurance business had been thrown into confusion in the middle west, largely as the result of the Chicago fire. This was felt in this association, as there had been many changes in representation in this field and the gathering in Detroit was greatly changed. The need for such an organization was even more pronounced and a constructive program of field organization was at once constituted. The Board of Fire Underwriters had asked for the cooperation of this organization in curing the demoralized conditions in Chicago following the fire. The Fire Underwriters Association of the Northwest already had adopted a program of local organization, forming field men and agents into local boards wherever possible. It was reported that the first big board had been organized in Ohio in March of 1872, closely followed by similar organizations in Michigan and Indiana.

IT was an active body at that time, as the National Board was still in the field and there were no company bodies such as the Western Union and the Western Insurance Bureau and the State Board had only started to be effective. The meetings of the organization were given over to the many problems in the field, including rating, commission schedules, adjustments, and organization work. One of the first resolutions adopted was a recommendation that the National Board adopt a system of schedule rating in place of the flat rate then in force. Again at this third meeting many prominent names were introduced among the newcomers, such as Thomas S. Chard, Eugene Cary, Arthur Ducat, R. J. Smith, Charles H. Chase, John B. Castleman, T. R. Burch, and Dan C. Osmun. At the Detroit meeting Mr. Blodget was re-elected president, Mr. Marshall vice-president, and Mr. Bliven secretary and treasurer.

In 1872 the fourth meeting, a special gathering, was held in Chicago in September, some fire-

Shaw & Co. Offer Wide Market for Unusual Risks

A. F. SHAW & CO. of Chicago is one of the outstanding special risk offices of the country. It is the outgrowth of the office of Goodwin, Hall & Henshaw, which was established in Chicago in 1891 with Warren F. Goodwin as local partner in charge. At that time Arthur F. Shaw was in the organization, acting as chief clerk. He continued in that capacity until 1902, when Mr. Goodwin became identified with Hall & Henshaw of New York, with which organization he has remained to the present time.

IN 1902 the Chicago firm became known as Hall & Henshaw of Chicago, with Mr. Shaw as resident partner. Later Mr. Shaw acquired the interest of his partners and in 1910, A. F. Shaw & Co. was incorporated with Arthur F. Shaw as president. The business of A. F. Shaw & Co. and its predecessors consisted principally of the usual classes written by general agencies. From a very early date the relations between this office and the underwriters at Lloyds London became very close. Unusual forms of coverage which were being written at Lloyds, but which could not be procured in this country were produced by A. F. Shaw & Co., and the office became known, and still is known over the entire country, as a market for coverages of insurance on risks of an unusual nature.

ABOUT 1920 a number of stock companies ventured into classes of insurance previously written only by Lloyds. A. F. Shaw & Co. had built up a huge "all risk" business with Lloyds and in 1924 they became general agents of the "all risk" department of the St. Paul Fire & Marine in which capacity they are still acting. An eastern department was established in New York City in 1925 to more efficiently handle the constantly growing business of the office. In January, 1926, Mr. Shaw, who founded the business, died and the business was continued by his associates who had been with him for more than a quarter of a century. These associates and present officers are: Charles W. Weisz, president; E. L. Miller, secretary; Edward Summer, treasurer.

works being evident at this session. The National Board had requested the organization to divide into two bodies, the Association of the Interior, and the Association of the Northwest, but after long discussion, this action was not taken. At this meeting R. J. Smith was elected president and in addition to Messrs. Marshall and Bliven, reelected, S. Lumbard was named vice-president. Again at this session, a number of prominent men were introduced, I. S. Blackwelder, R. S. Critchell, Conrad Kitkowsky, Walter Scott, W. W. Dudley, Major A. J. Harding, and John H. Law. At the fifth meeting, held in Milwaukee in the summer of 1873, the officers were reelected with the exception of Mr. Marshall. At the sixth meeting, held in Louisville in the spring of 1874 these officers were all reelected.

THE seventh meeting was held in Chicago in 1875 and from this time on all sessions were held in Chicago. In 1875 C. W. Marshall was elected president, J. O. Wilson vice-president, and C. E. Bliven secretary and treasurer. The following year Mr. Wilson was elected president and Mr. Bliven followed him in office. I. S. Blackwelder assumed the presidency in 1878. In 1872 the organization had changed its name to the Association of the Northwest, auxiliary to the National Board of Fire Underwriters. This was again changed in 1875, when the present name of the Fire Underwriters Association of the Northwest was adopted. For more than a half century since that time the association has been holding meetings annually in Chicago. Outstanding men in the fire insurance field have officiated as its officers and some of the outstanding men, both in fire underwriting and in national affairs, have spoken before its sessions.

THE present officers of the organization are as follows: President, O. E. Green, state agent for the Providence Washington in Indiana; vice-president, H. O. McIntosh, state agent for the Hanover Fire in Kansas; secretary, Henry A. Yates, assistant western manager for the Aetna; treasurer, T. M. Hogan, state agent for the Dubuque Fire & Marine in Illinois. In 1881 a library was organized and shortly after 1910 a salaried librarian was appointed. The association built a large insurance library in the Insurance Exchange building and also opened a permanent headquarters office in charge of Mrs. Edith Wetmore, assistant secretary of the organization. The library was turned over to the Chicago Board last year and is operated by that organization, though the creation of the Northwest Association and still keeping its hand within grasp, should the Chicago Board discontinue its work with it.

Western Department of the Springfield Opened in 1875

WHEN the western department of the Springfield Fire & Marine was established in Chicago in 1875 by Major A. J. Harding, the 109 agencies in western department territory were doing an annual business of only about $100,000. Today the western department, under the leadership of Harding & Lininger, reports business from over 7,000 agencies to a total which is very nearly one-half of the entire company's annual premium income. The three managements which have directed the company from the Chicago office during this half century have brought it to the first rank among fire companies in the west.

DURING the past six years the Springfield has rapidly developed, no small part of its progress being credited to the western department. When the western department was opened the company had capital of $600,000 and total assets of $1,266,146. Today the company has a capital of $4,500,000 and assets of $32,826,395. The surplus above capital alone is nine times the total assets of 1875, the present surplus being well over $10,000,000. Not only has the western department of the Springfield been a vital factor in the growth of the company, but it has contributed greatly to the development of fire insurance in the west.

SHORTLY after the opening of the department, a few prominent western managers saw the need for concerted action to handle the jagged situation which had been developed and as a result the Western Union was organized, Manager Harding being one of the organizers. During those years and up to the present time, the managerial staff of the Springfield in the west has contributed to underwriting improvements, pioneering in many avenues.

There have been but three managements since the opening of the western department. Major Harding was the first manager and continued as such until 1912, a service of 36 years. A. F. Dean, who was one of the members of the first organization as cashier, became joint manager with Mr. Harding in the later years of the latter's management. Upon Major Harding's death, Mr. Dean became sole manager and continued in that capacity until his retirement in 1920.

His successors, the present managers, John C. Harding and William H. Lininger, have spent practically their entire business lives in the service of the company.



JOHN C. HARDING



WILLIAM H. LININGER

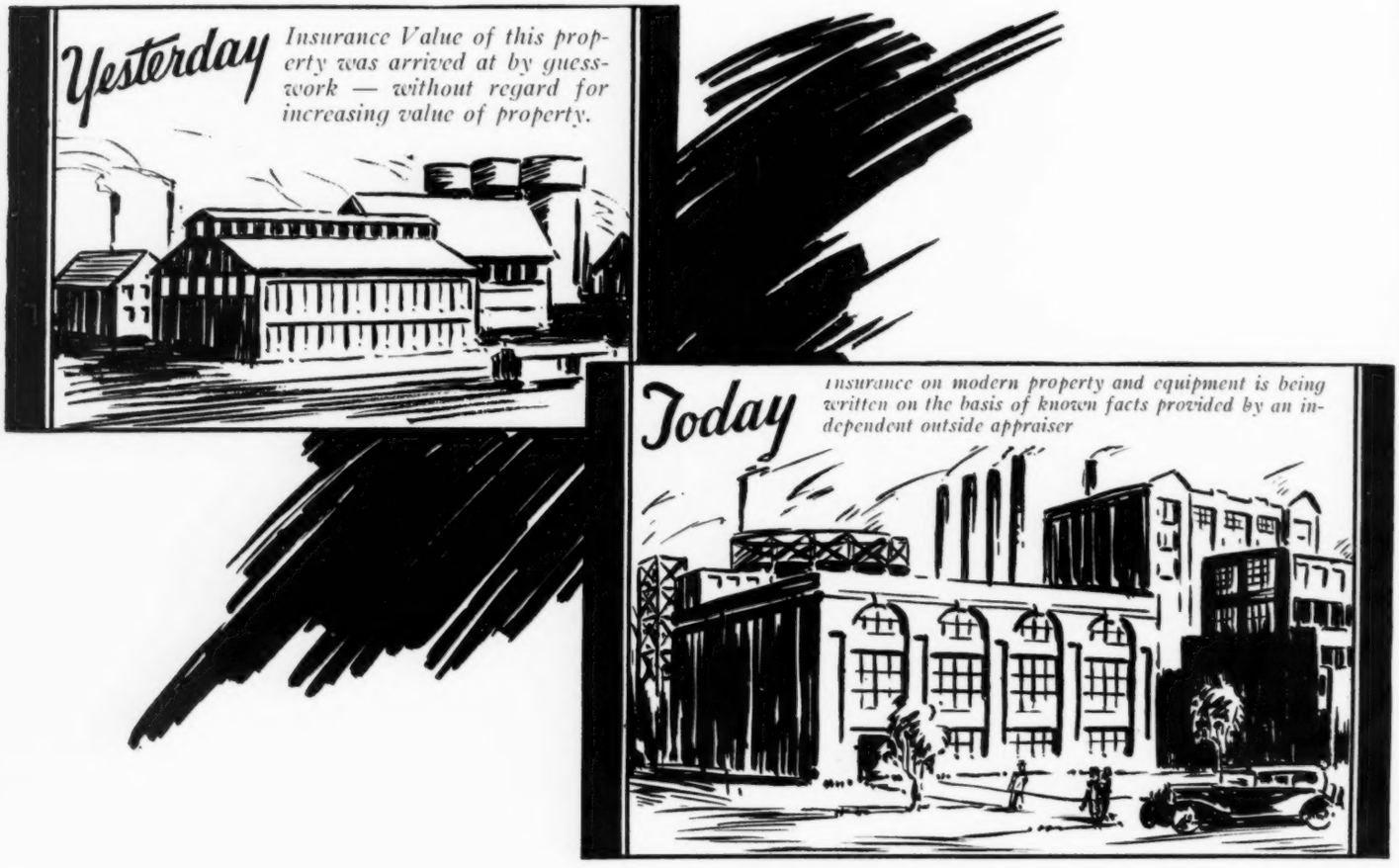
Phoenix Indemnity Western Office Covers Five States

THE western department of the Phoenix Indemnity in Chicago handles five states. Being the running mate of a fire company, the Phoenix of London, it is organized somewhat on fire company lines, although the western department does not receive daily reports. All five states report to the head office in New York. Therefore, the western department in the Insurance Exchange does not have the space that would be required by a fire company department handling the same volume of business.

O. H. BEYER, western manager of the Phoenix Indemnity in Chicago, has had a wide experience in casualty and surety lines. On leaving school he went with the Travelers in 1909 and took the Travelers' training course at Hartford. He worked both in New England and the middle west for that company. Then he went with the Massachusetts Bonding, organizing its agency forces throughout the country. At an early period he was manager of the Kansas City branch of the Massachusetts Bonding, succeeding the late P. B. Shillito at that branch.

LATER he had charge of the Los Angeles branch office of the Aetna Life for a year, but returned to the Massachusetts Bonding. Still later he went to the Detroit Fidelity & Surety and became vice-president and superintendent of agents of that company. He established the San Francisco branch of the Detroit Fidelity & Surety. While on the coast he transferred to the Phoenix Indemnity. About a year ago he was made western manager at Chicago, succeeding E. W. Robinson, who was called to the home office.

Arthur C. Ducat, one of the great insurance figures in Chicago, first appears in the records as secretary of the Chicago Board of Underwriters in 1857.



Guesswork *vs Known Facts in Fire Insurance*

"GIVE us actual facts." This is the keynote of business today. To fire underwriters the exact valuation of a risk by expert appraisers has come to be recognized as an integral part of the fire insurance business.

It has been repeatedly demonstrated that property whose insurable valuation has been arrived at by guesswork is generally underinsured.

Furthermore, insurable values that have been written off the books through unscientific depreciation are brought to light when the scientific methods of the qualified appraiser are utilized.

The underwriter or agent who recommends appraisal Engineering Service such as is rendered by The Lloyd-Thomas Organization not only benefits his client by showing him the true value of his property, but is generally able to secure substantial increase in insurance.

What is a Lloyd-Thomas Appraisal?

It is a complete classified inventory of insurable property (other than stock merchandise and raw materials). Each item of property is valued at today's cost for replacing new. The amount of accrued depreciation is scientifically determined and the sound insurable value is given.

Thus a Lloyd-Thomas Appraisal Service has a two-fold value to the insurance man:

1. It builds confidence by enabling the agent to bring the true facts about the assured's property.

2. Since expert appraisal so often reveals undervaluation and over-depreciation, it enables the agent in most cases to write considerable additional insurance.

The Lloyd-Thomas Co.

RECOGNIZED AUTHORITIES ON PHYSICAL VALUES

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Berlin, Germany

Rapidly Comes to the Fore In Short Period of Time

THE erection of the annex to the Insurance Exchange building has had the tendency, of course, to concentrate the insurance business of Chicago largely under one roof. That is, the business has outgrown the old building at 175 West Jackson boulevard. Offices whose business was increasing rapidly or many of the newer offices organized in the last 10 years could not get office space in the old Insurance Exchange building. They had to establish themselves outside the building, but in most cases adjacent to it.

When the addition to the building went up the existence of many of the newer, but at the same time aggressive offices was made very much more evident to the business as a whole. They moved into the annex and established themselves in large and comfortable quarters. Their offices gave every indication of prosperity and growth. The attention of many insurance men was focused on them for the first time, and a real appreciation of what they were doing was gained.



RALPH F. WOLTERSDORFF

AN OFFICE of this character, whose new quarters are especially handsome and commodious, is that of Hodgkinson & Durfee, Inc., which for the past two years has been located at 166 West Jackson boulevard, but as soon as the Insurance Exchange annex was erected established itself at A-1433. Hodgkinson & Durfee's new offices demonstrate in a material way the progress that the agency is making. It is no longer young or struggling, but has arrived. It is an agency factor to be reckoned with now and in the future.

The agency is headed by two partners, Carlisle Durfee and James G. Hodgkinson. Although a young man, Mr. Durfee is one of the pioneer automobile underwriters of Chicago. After graduating from St. Louis University, Mr. Durfee went with the home office of the American Automobile at St. Louis in its legal department. In 1916 he was transferred to the company's Chicago office and placed in charge of its claim department. Three years later he was made associate manager of the American's Chicago office with both claims and underwriting duties. In 1921 Mr. Durfee went into business for himself, the firm name being Walters & Durfee. Mr. Walters retired from the partnership in March, 1925, at which time Mr. Durfee's interests were consolidated with those of Mr. Hodgkinson, who was at that time operating as Hodgkinson & Co.

MR. HODGKINSON came to the United States from England 23 years ago and was for 18 years with Armour & Co. in Chicago. After due deliberation, Mr. Hodgkinson decided to go into the insurance brokerage business for himself, and made a distinct success of it, deeming it wise, when the opportunity presented, to join forces with Mr. Durfee and expand his previous operations on a general agency basis. Mr. Hodgkinson is also quite well known in banking and investment circles, being connected with several houses as a director.

Both Mr. Durfee and Mr. Hodgkinson are active business getters. They spend the minimum amount of time in the office. During most of the day they are on the street, in contact with brokers or clients. They are hustling, energetic and capable, and these qualities have very largely been responsible for the upbuilding of their agency.

BECAUSE of his primary interest in the automobile business, Mr. Durfee has always specialized in it, and his agency has, as a consequence, attracted a large volume. The principal casualty connection is the representation of the Bankers Indemnity of Newark, of which Hodgkinson & Durfee are sole general agents for Cook county.

The fire companies represented by the agency are: Equitable Fire & Marine; Firemen's of Newark; Merchants of Rhode Island; Star; Law, Union & Rock; Providence Washington; Standard of New Jersey; Standard of New York, and Alliance, and in addition the automobile department writes for the Commonwealth of New York and Standard of New York. The American Bonding is also in the agency for fidelity and surety lines, and life insurance is written through the Equitable Life of New York.

First American Office of Atlas Was in Indianapolis

CHICAGO was not always the obvious insurance headquarters in the west. When the Atlas Assurance Company of London entered the United States in 1886 its American head office was established at Indianapolis. Jacob M. Neuburger was the manager. However, after a few years the office was moved to Chicago.

In 1904 the Atlas bought the Manchester, which also had an agency plant in this country with a western department at Chicago and the Chicago departments were combined under the management of Neuburger & Eustis. Truman Eustis shortly retired and the office was continued under Mr. Neuburger. Later the United States headquarters were moved to New York, but the western department was continued. Ronald A. Martin is United States manager and Herbert H. Ray, deputy manager.

THE Atlas is one of the old English companies, having been established in 1808. It operates in the United States and Canada and throughout the continent of Europe and has branches in many parts of the world. In 1922 the company acquired control of the Albany of Albany, N. Y., which is operated as a companion company.

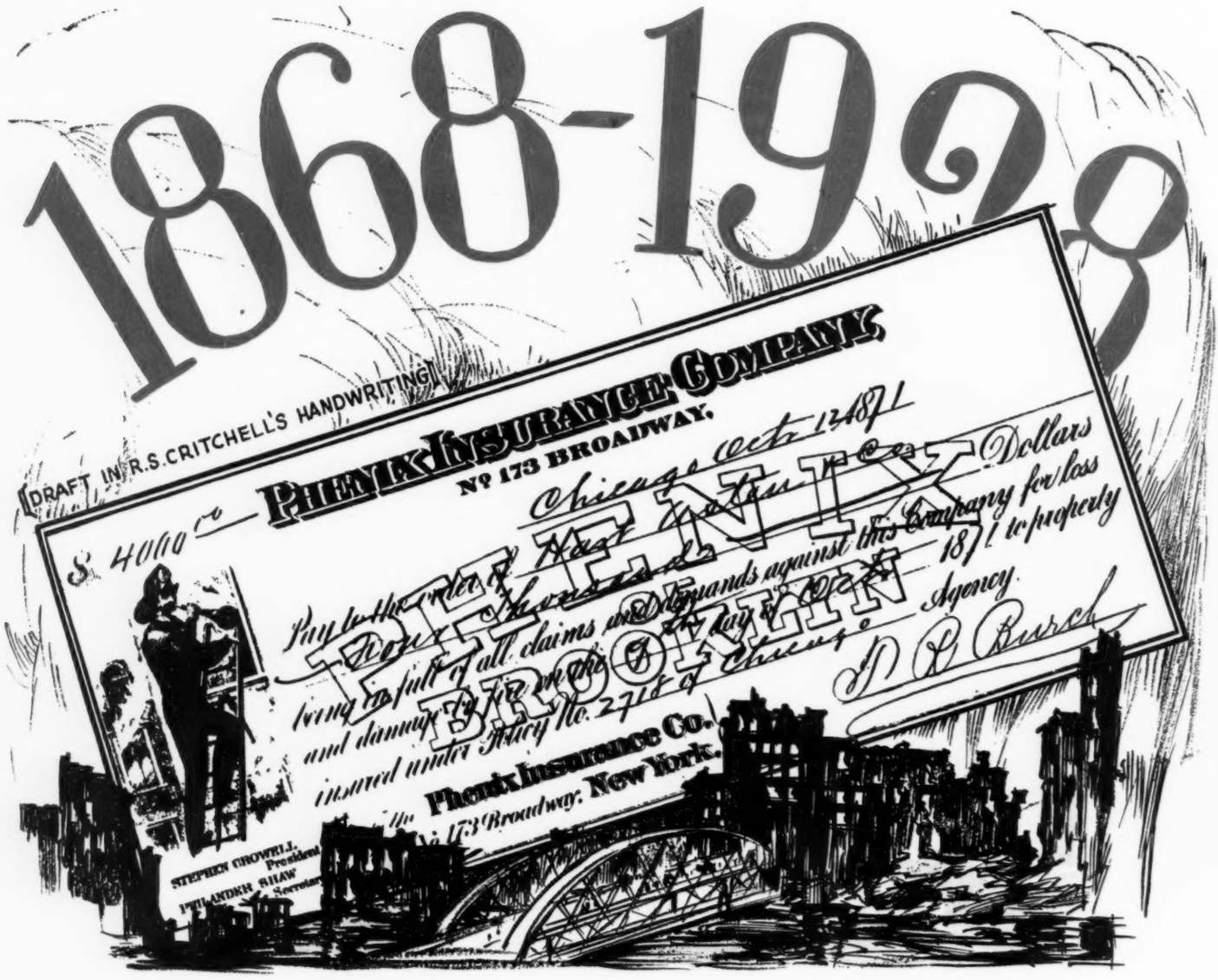
THE western department at Chicago is under Edward M. Schoen as general agent. Mr. Schoen is a veteran in the Atlas service, having gone with the company in 1905. His first insurance position was as office boy for the late B. W. French, western manager of the Orient. When the London & Lancashire purchased the Orient, Mr. Schoen was made special agent for both companies in Illinois under State Agent A. C. Heltzell. In 1903 he was transferred to Kansas City under John Hoffman, the territory for both men embracing the states and territories of Missouri, Indian Territory, Oklahoma, Kansas, Nebraska and South Dakota. In 1905 he went to the Atlas, taking charge of the Nebraska, Iowa and Missouri fields. In 1921 he was brought to Chicago as assistant general agent and on Feb. 1, 1924, was made general agent.

Ralph F. Woltersdorff is assistant western general agent under Mr. Schoen. He became a file boy in the western department of the Continental under J. J. McDonald. He was advanced to assistant examiner, but left to go with the Sun as examiner, in which capacity he worked in both the Chicago and New York offices. In 1906 he was made special agent of the Sun in Illinois, Wisconsin, Iowa and Nebraska under J. M. Hilton. Three years later he went with the Atlas as state agent for Illinois and Michigan. He was appointed assistant general agent in 1924.



EDWARD M. SCHOEN

Both Mr. Schoen and Mr. Woltersdorff were prominent in the field. Both were presidents of their state fire prevention associations. Mr. Schoen in Missouri and Mr. Woltersdorff in Illinois. Both have been most loyal ganders of Blue Goose ponds, Mr. Schoen of the Missouri-Kansas pond and Mr. Woltersdorff of the Illinois pond.



The
CHICAGO TRIBUNE

The Chicago Tribune *of Friday, October 13, 1871* in the column headed "Insurance Matters" published the following:

"The Phenix of Brooklyn, yesterday paid the first loss in this fire, being $4000 to Hart, Asten & Co."

This was paid by Mr. Robt. S. Critchell the founder of the agency of Critchell, Miller, Whitney & Barbour

This Agency Paid the First Loss *after the Great Chicago Fire and has been paying its Losses* Promptly *ever Since.*

CRITCHELL, MILLER, WHITNEY & BARBOUR

1535 Insurance Exchange

Chicago, Illinois

60 YEARS OF SERVICE

J. I. Naghten Heads One of Chicago's Historic Firms

ONE of the historic agencies in Chicago is that of John Naghten & Co. of which J. I. Naghten is now the head. It was founded by John Naghten, one of the big figures of the fire insurance business in Chicago.

John Naghten came to Chicago in 1857 from Pottsville, Pa., where he had been a bookkeeper in a mercantile concern. His first position was in an insurance office at Lake and South Water streets, then in the heart of the insurance district. He rented a cottage on West Jackson street where the Royal Insurance building stood in later years.



J. I. NAGHTEN

After some years Mr. Naghten connected with the Merchants Fire, of which William E. Rollo was secretary. This was considered the strongest local company before the great fire in 1871. By the time the fire came along Mr. Naghten had worked up to assistant secretary.

SHORTLY after the fire Rollo and Naghten worked together in the organization of the famous Traders Insurance Company of Chicago. The capital was $500,000. Soon after the Traders got going, Rollo and Naghten decided there was more money in a business of their own and they set up a local and general agency under the name of Rollo, Naghten & Co. This was the training school of a large number of men who afterward took a big part in fire insurance in Chicago. Among the companies represented on a general agency basis were the Girard, the Western of Toronto, the Commercial of New York and the Old Dominion of Richmond, Va.

With sons and nephews growing up the two partners decided there would hardly be room in one firm for all the members of the second generation and terminated their partnership on the most friendly terms. Both continued general and local agencies.

THE Naghten office was always a general agency office, up to the death of John Naghten in 1899. The name of the firm had been changed to John Naghten & Co., as his boys grew up. As John Naghten grew older, M. J. Naghten became active and on the death of his father became the head of the firm. The other partners were J. I. and Frank Naghten. M. J. Naghten died in 1916 and Frank in 1921, leaving J. I. Naghten as the principal owner of the agency. His partner is George Essig, who joined the agency about 20 years ago. Mr. Essig had been with George M. Harvey & Co. up to the time of the death of Mr. Harvey.

James Hanning, associate and office manager, has been with the agency nearly 45 years. At the age of 12 or 13, he went with John Naghten and except for a few absences in the west has been with the agency ever since.

IN 1903 Naghten & Co. organized the Metropolitan Fire of Chicago. It was operated by Naghten & Co. on a management contract and its expense ratio was always lower than the general average of all companies. This, however, was really at the expense of Naghten & Co. In 1916 the Hibernia Fire was incorporated. J. I. Naghten already had the group company idea for the saving of expenses. However, in 1919 the two companies were consolidated under the name of the Metropolitan-Hibernia, the name being changed back to Metropolitan Fire a couple of years ago.

In 1925 a working arrangement was made with the United States Fire by which the underwriting is done by Crum & Forster, the Metropolitan getting a small overriding commission. This commission, with the income from investments, enables the company to pay in 10 percent dividends, which it has done for many years, and also add 2 or 3 percent to surplus each year.

M. J. Naghten and J. I. Naghten both served as president of the Chicago Board. This is said to be the only instance where two members of the same family have held this office. M. J. Naghten served for three terms and J. I. Naghten for two.

Northern Assurance Long Established in the West

CHICAGO and suburban business of the Northern Assurance is handled through the Cook County department which is under the jurisdiction of Alvan W. Jenkisson as manager. Mr. Jenkisson is only the second manager of this office since it was opened in 1889, his predecessor, Charles Nelson Bishop, who opened it for the Northern, holding that post until 1921, when he was retired, upon reaching the company's retirement age. The Northern has long been active in Illinois and the west, for it entered the state very soon after entering the United States in 1854. The western business was first handled directly by the New York office and then later a western department was opened, this being in operation under William D. Crooke when Mr. Bishop opened the Chicago city office.

LATER the western department absorbed the Pacific Coast and Cincinnati departments, Crooke & Goodwin becoming managers at Chicago. Warren F. Goodwin is still active in the business in New York. Upon the death of Mr. Crooke, there was a succession of managers, including G. H. Lermit, J. C. Corbet and more recently H. D. Lewis. The latter was western manager in 1927, when the western department was taken to New York, the Pacific Coast department being reopened at that time. The Chicago city office, which had become the Cook County department, with suburban territory added, is now reporting to New York. Another change in operations was effected shortly after R. P. Barbour became United States manager, the London & Scottish, which had been operating separately in the west, being brought into the same office under Mr. Jenkisson in 1926.

ALVAN W. JENKISSON, who is Cook County manager, started in the insurance business in 1892. He came from Canada, at the time of the World's Fair and remained to enter the insurance business. He has always been with the Northern's Chicago office, starting as a junior clerk, working up to chief clerk, and in 1908, when



ALVAN W. JENKISSON

the suburban territory was added to the Chicago office, he was appointed Cook County special agent. He was Mr. Bishop's right hand man and when Mr. Bishop retired in 1921, Mr. Jenkisson was appointed manager and has held that post up to the present time. He has been active in the Cook County field, being one of the organizers and the first vice-president of the Cook County Field Club. He was active in the Illinois pond of the Blue Goose, going up through the ranks of the official organization. He is now treasurer of the Chicago Board.

The Agricultural had a western department in Chicago in the early days, with Alexander H. Darrow as manager. Mr. Darrow came to Chicago in 1868, and entered the employ of the Republic. He later became cashier. The Republic was the only Chicago company that paid in full the losses in the great fire. He went with the Agricultural in 1872.


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Brokerage Accounts Invited
WABASH 1130
"Service that Serves"
WAB 1130

Darby A. Day Ranks High in Great Agency Building

FROM the position of assayer and metallurgist in Mexico to the chieftainship of one of the greatest life insurance agencies in the United States sums in a sentence the career of Darby A. Day, Chicago manager of the Union Central Life. But that sentence is too undetailed to contain the entire story. The details are:

Mr. Day, whose family was long resident in West Virginia, was born in Salt Lake City. He was trained as a mining engineer and metallurgist and for a year followed that profession in Mexico. At the end of that time he entered the furniture business with an uncle in Phoenix, Ariz. This city was Mr. Day's initial point of contact with the insurance business, for there he entered the service of the Mutual Life of New York in 1900 as branch office cashier.

THIS work could not hold the vigorous youth that was the father of the vigorous Chicago representative of the Union Central today. In three months he went out with a rate book for the Mutual Life in Phoenix. Nor did the ranks of the solicitors hold Mr. Day for long. At the end of six months the Mutual Life appointed him manager of the branch at Albuquerque, N. M. When Mr. Day became manager the office was in 16th place among all agencies of all companies operating in the state, its annual production being in round numbers $400,000. So well did Mr. Day build and guide his agency staff that at the end of his fourth year in the agency he had placed it first in the agency ranks in the state and had it producing 40 percent of all the business written by all companies. On the basis of state population the agency produced more business per capita than any other agency of the Mutual in the United States.

THE Mutual Life home office recognized in its young manager a man who was becoming larger in ability than the demands of his field necessitated. The logical thing to do was to move the manager into a more responsible position. This the home office did by sending him to El Paso, Tex., to open a new agency.

At this time the Armstrong investigation shook the life insurance business from top to bottom and resulted in the instituting of many new practices in home office and field and the abandoning of many old practices. Reorganization became the necessity of the hour, with the result that many company officials were heavily loaded with extra duties. In the reorganization period Manager Day of El Paso was called to the Mutual Life home office and was made personal representative of Vice-President George Dexter. His duties involved much traveling, in the course of which he became acquainted with the entire Mutual Life field.

THIS work led to a still more important position in 1907, when he was made supervisor of the company's southern division, which embraced the Mississippi valley states. His headquarters were in the home office in New York. In Mr. Day's year in southern territory work the territory led the Mutual Life field for production. In 1911 Mr. Day was appointed Chicago manager of the Mutual Life. When he took charge the agency had $35,000,000 of business in force and was producing at the rate of about $4,000,000 a year. When he resigned his connection with the Mutual Life in December, 1925, the Chicago agency had $302,000,000 in force.

For a little more than a year Mr. Day was out of the business, living most of the time in retirement, principally on the Pacific Coast. Inactivity, however, is not beneficial to forceful natures. Mr. Day was back in the business again in February, 1927, this time as manager of the Union Central Life's Chicago office. He succeeded E. A. Ferguson, who had died.

As manager of the Union Central Life for Chicago and contiguous territory Mr. Day has continued to make life insurance history. The territory was producing at the rate of about $7,000,000 annually when Mr. Day took it over. This figure was doubled in the first year of the new manager's incumbency, and this year the paid-for production wil be upward of $20,000,000.

It could be assumed from this record of personal growth and business production—and the assumption would not be unreasonable—that Mr. Day has had no time in his career for matters beyond the day-to-day grind of employing men and keeping them at work. The facts of Mr. Day's case are quite other. He is known in every part of the United States as a forceful, logical, lively speaker whose addresses are an entertainment and whose entertainment is an inspiration. He is constantly in demand, not alone for life insurance organizations, but as well for the meetings of other business organizations. As long ago as 1898 Mr. Day was in the public hearing as a speaker—even though the public in this case was composed of the Arizona members of the Order of Eagles and the subject, humorously handled, was "Science—By Darby A. Day."

IN Chicago Mr. Day last year set a new tone for agency quarters when he opened his elaborate and quietly beautiful plant in the new Bankers building. The agency is one of the most completely equipped—if it is not first in this regard—in the United States. Its auditorium is as large as are many agency offices entire, and its medical rooms are second to none. The agency has 52 full-time producers under contract, and the cases handled in a 12-month range in size from $1,000 to $1,000,000.

Mr. Day is a strong advocate, in words and in deeds, of organization in the life insurance business. He has spoken before local, state and National association conventions at various times each year for many years and for two years was president of the Chicago Association of Life Underwriters. Most, if not all, of the staff members are members of the Chicago association.

Recently Mr. Day made intimate contact with the fire insurance field when he became one of the principal organizers of the Fire Insurance Company of Chicago, a new company which is progressing rapidly with its organization work and is expected to be writing business soon.



DARBY A. DAY



FRED J. SAUTER

Aetna Cook County Manager Receives Much Recognition

THE first fire insurance policy written in Chicago was issued by the Aetna of Hartford in 1834, on the same day that that company appointed Gurdon S. Hubbard its agent. Its policy which was one of the relics of the old insurance library and historical society of Chicago, was destroyed in the fire of 1871. Mr. Hubbard also served as the first Chicago representative of the Phoenix of Hartford, being appointed by that company some time after he established his connection with the Aetna. The agency later became known as Hubbard & Hunt. In 1867 it was changed to Hunt & Goodwin, and three years later to Goodwin & Pasco. In about 1888 the Chicago agency of the Aetna was revamped and Gadsden & Kohtz became Chicago representatives. In 1911 Louis O. Kohtz became manager of the Cook county department which position he maintained until Jan. 1, 1924, when Fred J. Sauter, the present manager, assumed the position. Mr. Kohtz, one of the veterans of the


Since 1849
Agents have been proud
to advertise their agency with the
Springfield Fire & Marine Insurance Co.
SPRINGFIELD, MASS.
Western Department, HARDING & LININGER, Managers, Chicago
REPRESENTATIVE
OF THE
GRATE
SPRINGFIELD FIRE
& MARINE INS. CO.
WITHIN
DAY & NIGHT SERVICE

business in Chicago, died Nov. 2, 1928.

MR. SAUTER, who is vice-president of the Chicago Board, has risen rapidly in the business and has been recognized in organization and committee work to a considerable extent. He began as an office boy with the old Phenix of Brooklyn. He served on the reinsurance desk and as map clerk under C. R. Street, now western manager of the Great American, when Mr. Street was underwriting Chicago, Cincinnati and Cleveland for the Phenix. Mr. Sauter served five years in that capacity and then became Cook county special agent of the Royal Exchange. He continued in that capacity for five years and then for the next two years was Cook county special agent of the Hanover, going with A. D. Baker & Co. in 1913 as manager of the Boston, Old Colony, New Hampshire and County Fire. He built up an excellent business for these companies and in 1924 took the Aetna group in addition, consisting of the Aetna, World Fire & Marine and Century Indemnity.

MR. SAUTER has received more national prominence and recognition than most local managers achieve. He was the first secretary of the Western Automobile Underwriters Conference, remaining for seven years in that connection during all the time that the conference was in the formative and experimental stage. He then became vice-president, later president and then chairman of the executive committee. He has been the chairman of the theft committee of the National Automobile Underwriters Conference for six years, and was recently elected the first president of the new National Theft Bureau which is to the automobile theft business what the National Board of Fire Underwriters it to the fire business, its membership consisting of all classes of companies.

Brummel Bros. Have Notable Unbroken Record of Profit

BUILT up by hard work and the loyalty of its associates, the firm of Brummel Bros. enjoys the distinction of having made an underwriting profit for its companies every year that it has been in business, which is 26 years, or since 1902. The firm was started by Henry C. Brummel and one of his brothers, Fred W., now a successful real estate man. Henry Brummel began his insurance experience in 1895 as office boy in the head office of the Western Underwriters, under Manager William Feiler. He worked up through the office and in 1900 was made special agent in the Cook county department. In 1901 he was promoted to Cook county manager and in 1902 he organized the firm of Brummel Bros. with his brother Fred. Fred W. Brummel retired from the firm in 1913 to engage in the real estate business and his interest was purchased by Henry C. Brummel. At the same time Henry Brummel took in his youngest brother, Joseph J. Brummel, who has an interest in the partnership, the firm consisting of Henry C. and Joseph J. Brummel. Prior to joining his brother's agency, Joseph J. Brummel was with the Metropolitan Bank.

The firm has been writing business for the Illinois Fire, formerly the German Fire of Peoria, from the start of the agency in 1902 and still represents the company. It also had the Delaware at the beginning. Shortly it took the Williamsburg City, later merged with the United States Fire, and it continues to represent the latter company.

Brummel Bros. are Cook county managers for the Illinois Fire and United States Fire, as well as for the Albany, the Globe Fire of Pittsburgh, National-Ben Franklin, Reliable Fire of Dayton, Security of Davenport, Ia., Eureka-Security of Cincinnati and United American of Pittsburgh.

In addition Brummel Bros. have an agency of the London & Lancashire, which they have represented since the San Francisco fire in 1906, when that company took over the Traders. The Traders was in the Brummel office and the London & Lancashire continued its business. They also represent the Home of New York, the Niagara and the National Union. In the casualty department they have an agency for the United States Fidelity & Guaranty and the Ocean Accident & Guarantee Corporation, besides representing the Guardian Life of New York for life business.

Naturally, with its record of profit, the agency has always been very close to its companies. Henry C. Brummel is a director and vice-president of the Security of Davenport, and also a director in the Albany Fire. He has been prominent in Chicago Board affairs. He has served several times as a member of the executive committee and on the membership comittee, and is now chairman of the committee on public relations.

THE Brummels are very proud of their organization. They have never taken employes from competitors and most of those associated with the office have grown up with it. Edward Herda, Henry J. Kuehne, Irving E. Murphy and Henry Schaefer have all been with the agency more than 20 years. With such a loyal organization the underwriting profits have not only been consistent, with never a break from the beginning, but the underwriting profits have increased annually, so that the agency reaps the benefit of the growing experience and the judgment of its staff.



HENRY C. BRUMMEL



JOSEPH J. BRUMMEL

Norwich Union Indemnity Builds Branch Office Plant

THE Chicago branch office of the Norwich Union Indemnity has been operating as an independent branch office since 1924. Prior to that the Norwich Union had been operated jointly with the Phoenix Indemnity. The branch office was started in 1921 with H. G. Magargal as manager. When Mr. Magargal left to go with the Metropolitan Casualty, R. S. Chaloner was appointed manager of the joint office. When the Phoenix and Norwich Union separated in 1924, Mr. Chaloner continued as manager of the Norwich Union Indemnity office. He held that post until this year, when he left and George H. Morris was appointed manager. The Chicago branch office has jurisdiction over five states, Illinois, Indiana, Wisconsin, Michigan and Minnesota and has developed a large agency plant in these states.

GEORGE H. MORRIS has had a long insurance training, starting with the Travelers in Chicago when that company's office had only four men on its staff. It was then operating in the old J. H. Nolan agency. Following that, Mr. Morris had experience with the Maryland Casualty, the Ocean and the Aetna. He then spent five years in the United States head office of the Zurich and following that spent 11 years with Rollins, Burdick & Hunter, more recently as manager of the casualty department. He left that office to take the management of the Norwich Union Indemnity's Chicago branch office. He has associated with him a strong branch office organization. C. A. Byerly is office manager and chief underwriter, having a number of years in casualty insurance as a background. D. W. Elliott, claim superintendent, has been with the Norwich Union Indemnity for a number of years and is one of the best qualified claim men in the west. L. D. Roberts is superintendent of the engineering and inspection department.



The first steel building built for the Home in Chicago, in 1888

THE HOME *in Chicago*

From bamboo structures in the Philippines, William Le Baron Jenney, when he was commissioned to design the Home Building in Chicago, conceived the present day steel construction building. Not only was this Home building the first in the world of the new skeleton steel type, in which the steel frame carried the weight of the building, but it also led the way for a great many improvements and requisites of modern sky-scraper and office buildings, such as wind-bracing, thorough fire-proofing, rapid, safe elevators, light, well-ventilated rooms, modern plumbing and tiled vaults. It was built in 1888.

But even before this new building epoch was started in Chicago by The Home, there were men representing this Company in this great city. As far back as 1855 a local agency was established with the first agent, Mr. H. M. Willmarth. After the Civil War this agent was succeeded by General Arthur C. Ducat. The General was very active in the business and was widely known for his standard work on insurance—Ducat's "Practice of Fire Underwriting." In October, 1873, George M. Lyon, who was an Assistant Secretary of the company, was transferred to Chicago and the firm became Ducat & Lyon, operating as General Agents as well as Local Agents. This firm continued until 1903 when a local office was established under the management of Mr. H. G. Buswell.

But there was another growth beside the material and individual. There was the continuing rise of a name—The Home of New York. Reputation grew—backed by Strength and Service. Conflagrations and disasters left behind them greater reputation for dependability of Home policies.

And today, this organization is represented in Chicago by the following men with their staffs of assistants:

H. M. Zimmer, State Agent,
Room 920, 170 W. Jackson Blvd.,
Chicago, Illinois

H. G. Buswell, Manager,
(Cook County)
1743 Insurance Exchange,
Chicago, Illinois.

Lesch & Cornell, Managers,
Farm & Hail Departments,
Home Insurance Bldg.,
Chicago, Illinois.

Howard N. Buswell, Marine Manager,
756 Insurance Exchange,
Chicago, Illinois.

T. K. Pfafflin, Special Agent,
Improved Risk Department,
756 Insurance Exchange,
Chicago, Illinois.

E. V. McKarahan, Manager,
756 Insurance Exchange,
Chicago, Illinois.

THE HOME INSURANCE COMPANY NEW YORK

CHARLES L. TYNER, *President*

The Western Insurance Bureau

BY WALTER D. WILLIAMS
Vice-President and Western Manager Security of New Haven and Former Bureau President

FOR many years in Western territory there was but one company organization, "The Union," and all companies not affiliated with the body were known as "non-Union companies." The competition of these non-Union companies, both among themselves and with the so-called "Union companies," became so spirited as to impel the Union to adopt what is known as separation. This effort on the part of the Union naturally resulted in bringing the then non-Union companies closer together, with a common cause both of offense and defense, and as a result in April, 1910, some of the prominent executives of non-Union companies called a meeting (on April 3) to consider the then existing conditions. This meeting was called by such well known managers as E. G. Halle, Charles E. Sheldon, J. J. McDonald and Neal Bassett.

AS a result of their discussion a general meeting of non-Union companies was held and on June 2, 1910, the Western Insurance Bureau was formally organized. It comprised in its membership practically all of the then non-Union companies, with two exceptions.

The first officers elected were: E. G. Halle, chairman; Neal Bassett, vice-chairman; G. H. Batchelder, secretary; Harold W. Letton, treasurer, and the first executive committee was composed of the following: Charles E. Sheldon, J. J. McDonald, W. M. Patton, F. M. Gund, M. L. C. Funkhouser.

THE purposes of the organization were stated to be as follows:

1. To better conditions in the insurance business as relating to the interests of the insuring public; to conserve and promote the interests of its company members and of the agents representing them, recognizing that the agents are an integral part of their business; to secure rules and plans for the proper regulation of the practices of the business; but in the furtherance of all its aims the right of each individual company to free and independent action is to be abridged to the least possible extent compatible with the purposes of this organization as herein stated.
2. Reduction of fire waste.
3. Elimination of discrimination in rates.
4. Reduction in expenses.
5. Cooperation in the matter of losses and exchange of information on subjects of mutual interest.

AT the preliminary meetings it was decided to limit the jurisdiction of the proposed organization to the state of Illinois, in order that its soundness and efficiency might first be demonstrated in a small area. At the organization meeting, however, of the Western Insurance Bureau, it was determined that the original territory should be Illinois and Indiana. So successful were its operations in that field that on January 1, 1911, jurisdiction was extended to include the entire western territory.

The Western Insurance Bureau has two fundamental platforms:

1. A uniform commission, for its company members and for agencies representing its members.
2. It is opposed to "sectarian" separation.

It has steadfastly stood for these two principles since its organization and has militantly defended them.

FOLLOWING the organization of the Bureau, in April, 1912, was created the well known Conference Agreement—the most constructive piece of legislation by insurance bodies that has taken place in the west. That agreement continued to function until 1923 and upon its abrogation the Bureau was again called upon to defend its principle of opposition to "sectarian" separation, which it successfully accomplished.

For the benefit of its members and for the furtherance of the interests of the agents of its members, it has created several subsidiary organizations, notably the Western Sprinkled Risk Association, the Western Inter-Reinsurance Bureau, and the Underwriters Adjusting Company, all of which have contributed materially to the advancement of the usefulness of the organization.

THE Western Insurance Bureau was conceived in the belief that in the west two organizations would better serve the interests of the companies and of the business, than would one; and its history and achievements have demonstrated the wisdom of that belief. After nearly 20 years of operation, it looks back upon its accomplishments with satisfaction and forward to the future with confidence.

Briefly, it may be stated: The Western Insurance Bureau was formed to further the principles of cooperation and fundamentally to be helpful to its members and their local representatives, to afford them counsel and protection, and generally to foster good practices in our business. It believes in cooperation as the flower and fruitage of intelligent industry and persistent effort and to all questions affecting our common business, it will give exhaustive, generous, and, it hopes, wise consideration.

The present officers of the Western Insurance Bureau are: Ralph Rawlings, president; Charles N. Gorham, vice-president. Benjamin Auerbach, secretary; F. S. Danforth, treasurer.

Fred S. James & Co. Has Built Nation-wide Plant

FRED S. JAMES & CO. of Chicago is one of the few agencies which has developed on a national basis with an organization throughout the country. It was established in 1872 by Fred S. James, who remained at its head until his death last year. George W. Blossom, president of the organization at present, joined Mr. James in 1887. During these years there has been developed one of the most aggressive agency organizations in the country. The Chicago office occupies the entire twelfth floor of the Insurance Exchange building, and in addition the company has an extensive plant in both New York and San Francisco.

THE Fred S. James & Co. organization has initiated a number of insurance activities. It was the first agency to organize an engineering and inspection department and to place the knowledge and experience of qualified engineers at the disposal of its clients. The organization created a market at London Lloyds for explosion insurance, initiating the market for that coverage. It was one of the first general insurance agencies to open definitely organized life insurance department. It now operates a complete organization, offering all lines, fire, casualty, surety and life. The members of the firm are George W. Blossom, W. E. Higbee, Charles Buresh, George W. Blossom, Jr., Karl D. King, Francis R. Blossom and Elmer J. Schafer. In addition there are William A. Blodgett, W. P. Young, Oscar F. Wallin and David M. Darby in the New York office; Harry G. Casper, associate manager at Chicago of the western department of the companies for which Fred S. James & Co. are United States Managers; and E. C. Fox and L. P. Terhune as manager and assistant manager in charge of the Pacific Coast department at San Francisco. The agency represents a large fleet of fire, casualty, surety and life companies, the aggregate resources of their representation being over $150,000,000.

Thomas C. Moore, vice-president and manager of the Potomac, came to Chicago from Duluth in 1894, where he had been in the compact office, and joined the Royal's western department.

In this day there is considerable agitation about teaching insurance in the schools, but on April 9, 1852, Edwin C. Larned delivered a lecture on the subject of fire and life insurance before the Chicago Commercial College.

North America Has Strong Organization in the West

ONE of Chicago's most important western departments is that of the Insurance Company of North America group, of which C. R. Tuttle is general manager. The North America staff in Chicago consists of more than 300 people, exclusive of a field force of more than 100 state and special agents. In the west it is recognized that the North America is one of the most efficient offices maintained in Chicago. Executive duties are divided among the various assistant managers, each one having the responsibility for the results of one of the companies in the North America group. Mr. Tuttle's responsibility, of course, is for the fleet as a whole.

MR. TUTTLE is one of the outstanding figures of the present generation of western fire underwriters. He has served the (Western) Union with distinction as president, also having served as member and chairman of the governing, the subscribers' actuarial and the uniform forms committee, together with other important committees of the Union. He is now chairman of the Union's section of the special committee of nine in connection with the Chicago situation.

MR. TUTTLE assumed his present position in September, 1916, having been connected with the Continental for many years prior to that time. He resigned a vice-presidency of the Continental to go with the North America. He has brought to the North America new ideas, introduced many innovations and has built upon the foundation laid in previous years a business that is quite astounding in quality and volume. He has been notably successful in gathering around him a corps of competent lieutenants.

L. J. Braddock, senior assistant manager of the North America, in addition to his duties in the underwriting department, has specialized in the executive management with marked success.

THE North America did not establish its western department in Chicago until 1910, when it was moved from Erie, Pa., where it had been located since 1864. W. B. Flickinger and W. S. Foster, now assistant managers of the North America, were with the old department at Erie before its removal to Chicago and joined the North America western department in 1917 when the Philadelphia Underwriters' Erie department was moved to Chicago.

In addition to the North America itself, Mr. Tuttle's management extends to the Philadelphia Fire & Marine, the Alliance of Philadelphia, the National Security of Omaha, the Lafayette Fire and the LaSalle Fire of New Orleans. W. B. Flickinger is manager of the Philadelphia Fire & Marine and assistant manager of the North America. Mr. Flickinger is one of the widest known executives in the west and was recently elected president of the Union.

W. P. ROBERTSON is manager of the Alliance and assistant manager of the North America. He resigned in 1922 as western manager of the Liverpool & London & Globe to take this post. Mr. Robertson is of striking personality and broad experience.

H. A. Miller is manager of the National Security as well as assistant manager of the North America. Mr. Miller is president of the Western Automobile Underwriters Conference and has charge of the automobile department of the North America and its affiliated companies.

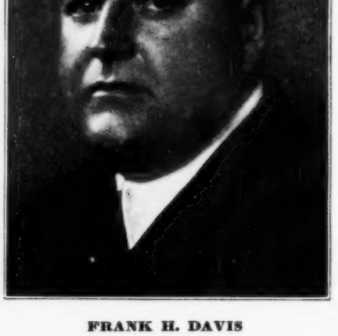
W. H. Riker is manager of both the Lafayette and LaSalle of New Orleans in addition to his duties as assistant manager of the North America.

THE North America is credited with writing the largest ocean and inland marine business of any single company in the world. It maintains the largest department devoted exclusively to marine insurance in the west, under the management of Dow & Bannard.

This department was established in 1885, primarily for the handling of lake marine business. This management is composed of S. J. Dow, C. Heath Bannard, Jr., R. V. Robinson and W. C. Eberle and occupies an entire floor of the McKinlock building, employing approximately 100 people.



C. R. TUTTLE



FRANK H. DAVIS

Developing of Unit System Frank H. Davis' Great Work

IF Frank H. Davis, a general agent of the Penn Mutual Life in Chicago, had done nothing for life insurance but originate and develop the unit system of agency organization and production he would have done enough. But he has done more. He has inspired thousands of men to fight on and win after their battles as individuals seemed lost and has built in the business a reputation of integrity and of loyalty to his men in the field and to his home office chiefs.

MR. DAVIS started life in the little town of Hastings, Ia. For years he gave his attention to this, that and the other, at various times teaching school, selling school supplies, serving as a county clerk and engaging in other activities. In 1911 he made his first life insurance connection, with the Reliance Life of Pittsburgh as field supervisor for Iowa and Nebraska. Later the same company sent him to Columbus, O., as Ohio field supervisor.

He enjoyed the work, finding in it room for growth, a wide outlet for his energy. In two years he was looking for larger worlds, and became attracted to the opportunities offered by the Equitable of New York. That company engaged him as supervisor for Minnesota and the Dakotas and sent him to St. Paul. His organization work in this post resulted in another promotion in 1915, when the Equitable sent him to Chicago as inspector of agencies. In this position he retained supervision of Minnesota and the Dakotas, and while in Chicago he also opened Wisconsin for the company.

DURING these years the Equitable decided on installing a number of branch offices. To Mr. Davis was assigned the work of installation, and he established most of the branches. At the same time he was pondering the unit system idea of organization and production. So well did he build that still other promotions were in store for him, and in 1919 he was called to the company's home office in New York and made agency superintendent. If the unit idea had been only the germ of action, to this time, it now passed over fully into action and the unit system became a valuable reality.

In 1924 the Equitable made Mr. Davis agency vice-president. This post he held, performing his duties excellently, until August, 1928, when he resigned.

CHICAGO always had been Mr. Davis' largest love among the cities, and after he resigned his Equitable post he determined to make his next connection with a company that would give him a Chicago post. At this time Hugh D. Hart, vice-president of the Penn Mutual Life, launched his manpower building and expansion program for that company. He appointed Alexander E. Patterson, an Equitable manager in Chicago, to

a Chicago general agency post. Later there came an opportunity for Mr. Patterson to take a general agency for the Penn Mutual in New York, the city he knows and likes best. Mr. Hart engaged Mr. Davis for a general agency in Chicago and transferred Mr. Patterson east.

When Mr. Davis first entered the Chicago field for the Equitable the company was doing but $5,000,000 of business a year in the city. It now is producing at the rate of $100,000,000 annually, largely on the basis of organization that Mr. Davis laid down. This tradition of organization he is continuing in his Penn Mutual agency. He has organized his men into units and, although he took the agency only last October, already is producing in large volume. The Penn Mutual has three general agencies in Chicago. But in addition to his Chicago territory Mr. Davis has under his supervision all of Illinois excepting the Peoria district.

Mr. Davis is nationally prominent as a speaker. His platform work is marked by seriousness tempered with humor. His imagination is lively and his delivery effective. He is a staunch advocate of organization in the life insurance ranks and has spoken before underwriters' association gatherings many times and in many places.

Calumet National Life is Chicago's Newest Company

PROBABLY the most recent addition to the insurance home office ranks in Chicago is the Calumet National Life, which is launched with capital and surplus of $1,500,000 by a group of prominent Chicago insurance and business men. The Calumet National Life, taking its name from the original geographic title of the Chicago territory, has enjoyed one of the most auspicious starts of any life company. Few companies have been originally launched with capital and surplus of like amounts and in the case of this company, this has been achieved without the expenditure of any promotional expenses. The capital, surplus and voluntary reserves of $1,500,000 have been placed to the credit of the new company without expense. The company has strong backing and is the outcome of the recognition by bankers and business men of the importance of Chicago as an insurance center.

THE official organization of the Calumet National Life presents an impressive lineup. Emil G. Seip, chairman of the board of the Sheridan Trust & Savings Bank and president of the Calumet National Bank, is chairman of the board. Walter E. Schmidt, president of the Roseland State Savings Bank and the Cottage Grove State Bank, is executive vice-president of the new company. Robert H. Beard, one of the prominent Chicago general agents and long active in this field, is vice-president and general manager. He is also vice-president and general manager of the running mate, the Calumet Casualty. Mr. Beard heads the large general insurance agency which bears his own name, Robert H. Beard & Co., and is well known throughout western insurance ranks. He is also resident manager in Chicago for the Commonwealth Casualty and former Chicago manager of the Pan-American Life.

WEYMOUTH KIRKLAND of the firm which is general counsel for the Chicago "Tribune," the Standard Accident and many other outstanding insurance, banking and business organizations, is general counsel of the Calumet National Life. E. B. Carson, chairman of the board of the I-C Bank & Trust Company and the Standard Industries Corporation, is president of the new life company. Dr. William S. Sadler, one of the outstanding surgeons of the west, is vice-president and medical director. Carl K. Schmidt, vice-president of the Calumet Casualty, is secretary of the Calumet National Life. Donald F. Campbell, long prominent among the actuaries, is actuary of the company. In addition to the officers, the board of directors includes a number of other prominent Chicagoans, including Jesse G. Chapline, president of the La Salle Extension University, and Frank B. Bowes, retired vice-president of the Illinois Central railroad.



EDWARD B. CARSON



ROBERT H. BEARD

Agent Well Equipped with Varied Company Experience

IN his new office at A-1761 Insurance Exchange, George L. Martini, head of the George L. Martini Company, has about two and one-half times the space used at his old location at 222 West Adams street. His business is growing steadily. He has for some time felt the need of larger quarters.

Although Mr. Martini has been a local agent since 1919, he has had a most varied experience as a company representative. His activities in both the office and field have given him an equipment that is seldom possessed by a local agent.

MR. MARTINI began insurance work as a file boy in the western department of the Liverpool & London & Globe, which was at that time located in the Home Insurance building, 137 South LaSalle street. William S. Warren was the manager. After a brief but practical office experience, Mr. Martini took the course in fire protection engineering at Armour Institute. At that time a course in fire protection engineering was a new thing. There were only six in Mr. Martini's class. Armour Institute was conducting the course more or less as an experiment. Upon graduation, Mr. Martini was immediately given inspection bureau work in Illinois, Indiana, Iowa and Nebraska, in which he continued for eight years. He then attracted the attention of G. H. Lermit, who was at that time western manager of the Northern of England. Mr. Lermit wanted to put into the field a man who had had a thorough training in the Dean Schedule, and he accordingly appointed Mr. Martini special agent of the Northern in Iowa and Nebraska, with headquarters at Omaha.

MR. MARTINI continued in that connection for five years, at the end of which time he purchased a local agency at Omaha in partnership with James Marshall and L. C. Roberts. For a time these three, all of whom were Nebraska and Iowa field men, operated the local agency on the side, and then decided to give their entire time to it. It was at first known as the Martini-Roberts Company, but Mr. Martini bought out Mr. Roberts' interests in 1920. Shortly after getting started, the Martini-Roberts Company was appointed general agent of the Twin City and Retailers Fire in Iowa and Nebraska and Illinois. After making a success of general agency work the Twin City Fire suggested that Mr. Martini establish himself in Chicago, which led to the organization of the local agency of which he is now the head, Mr. Martini selling his agency at Omaha to Frank M. Pond.

Mr. Martini has recently added to his company representation. The business of his agency has been steadily increasing, and he has for some time felt the need of larger office space. In his new location, his agency is very much better able to serve brokers promptly.

The
DEAN
of
Illinois Companies

ILLINOIS LIFE
1212 LAKE SHORE
R. W. Stevens



The ideals set by James W. Stevens when he founded the Illinois Life Insurance Co. in 1893 have been consistently and faithfully followed in every phase of the conduct of this business. These ideals have resulted in the upbuilding of a company whose agents are proud of being associated with it, and whose loyal army of policyholders have the utmost confidence that the company will carry out its obligations to the limit.

INSURANCE CO.

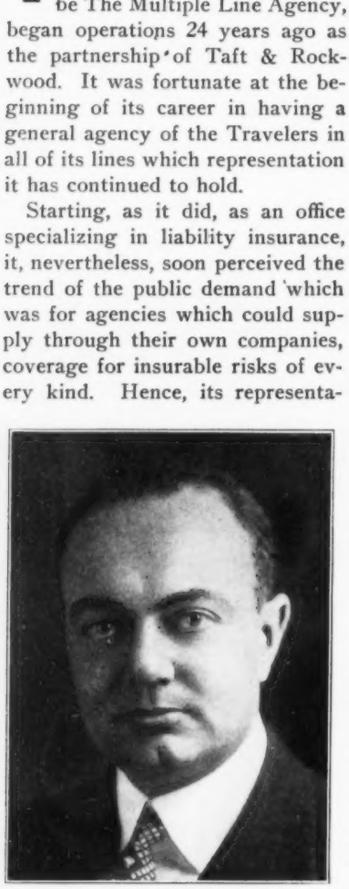
DRIVE, CHICAGO ILLINOIS

President

Rockwood Company Nearing the Quarter Century Mark

THE Rockwood Company, whose other name might well be The Multiple Line Agency, began operations 24 years ago as the partnership of Taft & Rockwood. It was fortunate at the beginning of its career in having a general agency of the Travelers in all of its lines which representation it has continued to hold.

Starting, as it did, as an office specializing in liability insurance, it, nevertheless, soon perceived the trend of the public demand which was for agencies which could supply through their own companies, coverage for insurable risks of every kind. Hence, its representation today of other high class companies, such as the Aetna Casualty & Surety, the Northern Assurance, the American Union, the Superior Fire and London Lloyds, all of which enable it to properly and completely fill the needs of the public. In securing its representation it has found satisfaction, not only in keeping step with the needs of its assured, but in the having a keen appreciation of what would increase the material welfare of its representatives.



R. Y. SANDERS

IN 1914 the agency took corporate form, recognizing that being institutionalized would make for stability and permanency, besides giving tangible values for the labor of building up the business, to those interested. Perhaps the company is somewhat unique in that a very large percentage of its business has been acquired through the development of its own agency force and its intensive cultivation. This may be the most costly way of procuring needed volume, but having a dependable body of associates within an office most assuredly gives stability to the future.

Its various departments are ably managed by men who are interested not in personal production, but in giving producers within and without the office that expert assistance so necessary today when dealing with a public which is demandng intelligent service in an ever increasing measure.

IT is gratifying to the company as it approaches its twenty-fifth year of existence to know that, in addition to the large volume of business written by its firm members, it is acquiring from its loyal inside agency force and from its growing outside associations a rapidly increasing premium volume which it believes is largely due to the appreciation of its aims and its company representation. The officers of the company are: W. H. Rockwood, president; L. M. Haarvig, vice-president; N. J. Westerhold, vice-president and treasurer; R. L. Sanders, vice-president; F. P. Wood, secretary.

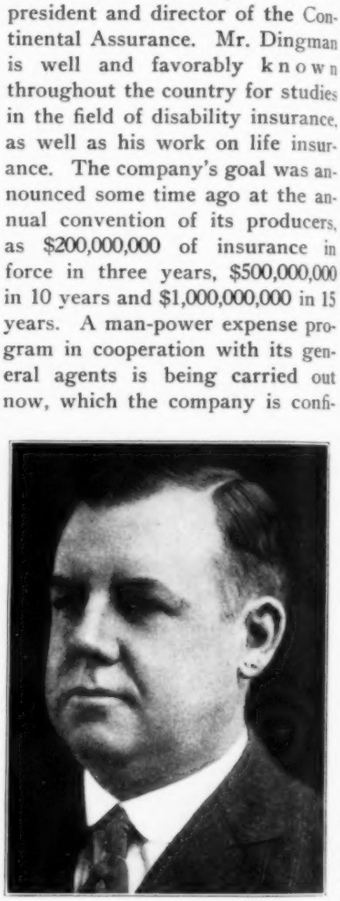
One of the famous days on LaSalle street in the '90s was the sound money parade during the famous McKinley-Bryan presidential campaign. The insurance offices were closed during the time of the parade and insurance was ably represented in that wonderful procession. It passed along LaSalle street and every insurance office was crowded with spectators.

Continental Assurance of Chicago Has Billion Goal

CHICAGO is the home of the Continental Assurance, running mate of the Continental Casualty and one of the aggressive young companies which have made remarkable strides in the past two years. The company is not yet 20 years old, although it has gone well over the $100,000,000 mark in force and is writing nearly $40,000,000 a year of new business — and it has as its goal for 15 years hence $1,000,000,000 in force. The Continental Assurance was organized in 1911, the first policy being issued on the life of Herbert G. B. Alexander, late president of the company. This policy matured this year by reason of the death of Mr. Alexander. He was president of the Continental from the time of its organization until his death this year, when Herman A. Behrens was elected to succeed him. The company was originally organized to provide the agents of the Continental Casualty with an outlook for life insurance business which they had theretofore brokered with other companies. For a few years the fledgling company had a very slow growth.

IN 1913, however, Mr. Behrens made a contract with G. F. Claypool, who was then an agent for a small company in Ottawa, O. Mr. Claypool showed unusual organizing ability and was rapidly promoted from agent to agency supervisor, superintendent of agents and finally vice-president of the company. In December, 1915, which was shortly after Mr. Claypool was called to the home office, the company celebrated its President's Month with the then record volume of business of $250,000—more than double the amount written in any previous month. Rapid expansion of the company really began, however, during and after the war, culminating in last year's record performance of an increase of over $20,000,000 of life insurance in force and $37,000,000 of new business paid for during the year. The company has grown from $146,685 of assets at the end of 1911 to over $11,000,000 which the company will undoubtedly have at the end of 1928. The capital has increased from $100,000 to $1,000,000. The surplus has increased from $45,000 to $2,300,000. The premium income in 1928 was approximately $3,300,000 and the insurance in force at the end of the year will be well over $113,000,000.

THE personnel of the Continental Assurance includes its executive vice-president, G. F. Claypool, a comparatively young man—just 40 years of age—who is also a vice-president and director of the Continental Casualty; and Dr. H. W. Dingman, author of the acknowledged textbook on human life value, "Insurability," and vice-president and director of the Continental Assurance. Mr. Dingman is well and favorably known throughout the country for studies in the field of disability insurance, as well as his work on life insurance. The company's goal was announced some time ago at the annual convention of its producers, as $200,000,000 of insurance in force in three years, $500,000,000 in 10 years and $1,000,000,000 in 15 years. A man-power expense program in cooperation with its general agents is being carried out now, which the company is confident will make possible the carrying out of the ambitious program just announced. This will put Chicago to the fore in American life insurance, with one of the outstanding organizations of the country housed there.



F. P. WOOD

A Chicago directory of 1850 listed these companies as operating in the city; Atlantic Mutual, Astor, Sun, New York, Mercantile, Mutual Life, Howard, Protection, Northwestern and Health of New York; Merchants Mutual and Wisconsin Marine & Fire of Milwaukee; Chicago Marine & Fire, Illinois Mutual and Jackson County Mutual of Illinois; Ohio and Columbus of Columbus, O.; Aetna, Protection, Hartford and Connecticut Mutual Life of Hartford, Conn.; New England Mutual Life and Union of Boston, Mutual Fire of Trenton and Knox of Vincennes, Ind.

Union Called Bulwark of West

THE Union, or the Western Union, with its official headquarters in Chicago, has been the bulwark of fire underwriting in the central west because it was the original organization taking jurisdiction over underwriting practices. Despite the attack on it, the ups and downs, litigation and legislation, spirited competition, the violations in its own ranks and the mighty problems to be solved, it today is stronger than ever. As a committee reported in 1904, known as the committee on the "historical record of the Union," of which James M. DeCamp of Cincinnati, resident secretary of the Liverpool & London & Globe, was chairman, "the Union was born of a desperate necessity."

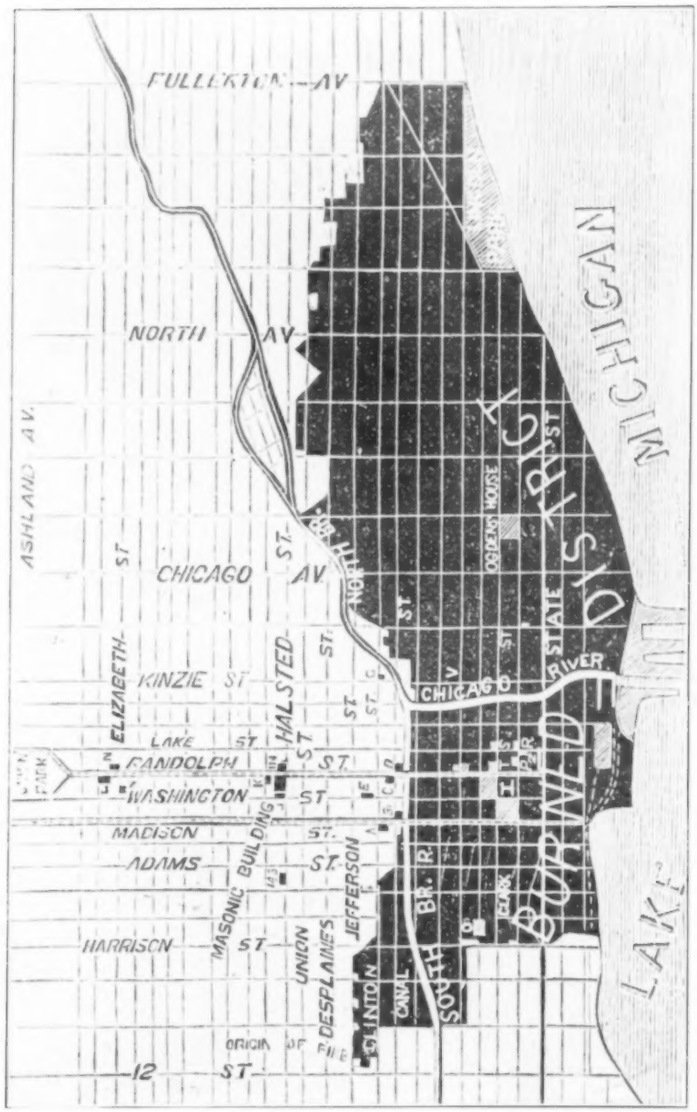
THE National Board came into being following the big fire loss of 1866, including the Fourth of July conflagration at Portland, Maine. Through its influence local boards were organized in the chief points in the country. There was an advance in rates because the companies found it necessary in order to tide over a decidedly unprofitable season. These higher rates, however, brought larger profits. Competition increased and in 1870 and 1871 standards established theretofore had broken. Then came the big Chicago fire of 1871, which wiped out a large number of insurance companies, causing them to retire. Others were badly crippled. This induced the National Board to revive its work of organizing local boards.

REALIZING that details in the central west could not be handled successfully at long range, a "committee of cooperation" under the auspices of the National Board was formed, consisting of western officers and managers. There had been organized in Detroit, May 28, 1872, the Western Association of Insurance Managers. Among those taking a prominent part at that time were Fred C. Bennett, Aetna; H. M. Magill, Phoenix of Hartford; George F. Bissell, Hartford Fire; J. F. Downing, North America; Eugene Cary, German American; A. J. Harding, Springfield; Charles H. Case, Royal; R. J. Smith, Traders; George T. Cram, American Central; Thomas S. Chard, Fireman's Fund; George M. Lyon, Home of New York; W. B. Cornell, North British; James Nichols, National Fire; Alexander Stoddart, New York Underwriters, and Charles W. Kellogg.

A round table of discussion was conducted, dealing with the main problems confronting the underwriters of those days. Mr. Bennett was its secretary and, as the committee pointed out, its "inspiring force."

IN the meantime new companies were brought into the field, competition increased and another breakdown was apparent. The National Board committee of cooperation seemingly suspended its efforts about 1877. The tendency of rates was downward and bad practices were introduced, so that at the beginning of 1879 things had gone from bad to worse. An effort was made to reorganize the Western Managers Association. A meeting was called at the Grand Hotel, Cincinnati, May 29, 1879, but only six managers were present. They adjourned to meet two weeks later in Chicago. This meeting was attended by 31 managers. Messrs. Bissell, Downing and Chard were appointed to prepare a preamble setting forth the purpose of an organization to be known as the Union. Mr. Chard was the originator of the name.

AREA SWEPT BY 1871 FIRE



This drawing shows clearly the district that was damaged in the great Chicago Fire of 1871. The total area burned over in the city including streets was 2,124 acres or very nearly three and one-third square miles. The number of buildings destroyed was 17,450; of persons rendered homeless 98,000, and more than 250 people were killed.

—Picture courtesy Chicago Historical Society

THE first meeting was held at the Grand Pacific Hotel, Chicago, Sept. 22, 1879. J. F. Downing, of the North America, was elected president; W. B. Cornell, North British, vice-president and Mr. Chard, secretary. The meeting continued four days and was attended by 49 managers out of the 59 who had signed the compact. At this meeting an agreement was entered into covering the territory encompassed by the organization and providing for 15 per cent commission to agents. At this time the famous "excepted cities" were brought into being, they being Chicago, Cleveland, Cincinnati, St. Louis and Louisville.

The second meeting was held in Cleveland on Feb. 10. The agenda included standard rates and tariff, the formation of local unions where they did not exist and the power of local boards in fixing, rescinding or reducing rates; relations with non-union and mutual companies, extra commissions and perquisites, writing of risks at agencies below the tariff of the locality where the property is situated; excepted cities, the "Bulletin," hostile legislation, a general agent for the Union, discipline of members and agents, expediency of treating farm property on the same basis as other property.

AT the first meeting a bulletin or official record was considered. It was established Dec. 4, 1879. It was edited for the first 19 years by T. C. Goodman, who,

(Continued on page 96)

Whatley Places Aetna Life on Chicago's Insurance Map

DURING recent years no agency has made more life insurance history in Chicago than that of S. T. Whatley of the Aetna. Since he took charge of the company's business in Chicago in 1923, Mr. Whatley has sent the Aetna's Chicago production forward by leaps and bounds. His record has, in fact, been almost phenomenal. In 1923 the Aetna's Chicago business was $8,000,000 annually and it is now more than $20,000,000. The premium income of the company in Chicago was more than doubled by Mr. Whatley by the end of four years. This is a record



S. T. WHATLEY

that has seldom been made or equaled by any life insurance general agent in any city. Mr. Whatley's activities have definitely placed the Aetna on the map of Chicago and made it one of the most important factors in the city.

IN REORGANIZING the Aetna Life's affairs in Chicago Mr. Whatley adopted a definite program and created a completely departmentalized agency. He proceeded on the theory that his service would have to be equal to or better than that offered by any other agency in the city, and in consequence he equipped his office with every possible service giving aid. He conducted educational classes to which were invited not only the Aetna's producers but all others who cared to attend. He delved deeply into the relations between trust companies and life insurance, as a result of which his office is one of the best informed in the country on life insurance trusts. He carried his program of improvement and equipment right up and down the line, so that today his agency has every possible form of service and assistance to offer agents.

MR. WHATLEY'S whole business career has been spent in life insurance work. After graduation from the University of Alabama in 1907 he went into the general insurance business at Birmingham. A few years later he became an agent of the Massachusetts Mutual Life at Birmingham, and in 1911 was appointed supervisor for the Reliance Life in Alabama. One year later he was transferred to Seattle, Wash., where he remained until 1913. In that year he was sent to the home office of the Reliance Life at Pittsburgh and placed in charge of the home office general agency. From Pittsburgh he went to Chicago for the Aetna.

MR. WHATLEY has always been prominent in life association work, having joined the Birmingham association in 1910. He served as president of the Pittsburgh association in 1923, and was president of the Chicago association last year. At the recent annual convention of the National Association of Life Underwriters, held in Detroit in September, Mr. Whatley was elected vice-president. He is a member of the National association's committee on trust company cooperation, and has been very active in this work in Chicago. Every member of Mr. Whatley's agency is a member of the Chicago association, which means that the Aetna has a larger number of association members than any other company or agency in Chicago.

Charles Read Established Business After Great Fire

CHICAGO lay in ruins after the fire of 1871, great piles of coal still burning in the coal yards along the river front, when Charles Read, founder of Chas. Read & Sons and for many years one of the best known men in the Chicago fire adjustment field, came first to the city from London, England.

Those were days for hard workers, for Chicago had to get upon its feet again. The young Englishman quickly found his bearings, and as foreman for Edward Moore, a contractor who had specialized in the repairing of fire losses to buildings since Civil War days, he was soon helping in the upbuilding of the greater city that arose from amid the ashes of the old.

IN 1888, when Mr. Moore died, Mr. Read established his own business with an office at 179 South La Salle street, where the Borland building now stands, in close association with the London Assurance Corporation, and maintained a shop and yard on Monroe street, near Halsted. When these were outgrown two or three years later, larger premises were secured at 213-17 South Aberdeen street.

By industry and foresight, coupled with close personal attention, honesty and fair dealing with both the insurance companies and the assured, the business was steadily developed; and with this growth an enviable reputation was also built up for sound judgment and thoroughness, as well as for integrity. At the same time, Mr. Read's good service through the years in the adjusting and repairing of innumerable fire losses, did much for the sound development of the insurance business and for the promoting of public confidence in the insurance companies.

IN 1903 two sons, William L. Read and Charles F. Read, entered the business to learn from actual experience the many-sided problems which come up in this specialized business of adjusting and repairing of fire losses to buildings.

In 1908, the sons were taken into the business, which then became known as Chas. Read & Sons, with offices in the National Life building.

Three years later the firm leased handsome quarters at Room 1828, Insurance Exchange building, then under construction at 175 West Jackson boulevard, and was among the first tenants to move in early the following year. Here, the 25th anniversary in business was celebrated in 1913. On its walls hang photographic enlargements of many well known buildings damaged by fire and restored by Chas. Read & Sons, or alterations to which were carried out by the firm.

TO keep pace with the growth of the business, the old shop on Aberdeen street was torn down in 1920 and a new one was erected equipped with modern machinery. Six years later larger and more convenient premises became necessary, and the firm's present shop



CHARLES READ

was established at 711 South Robey street. And this year, with the completion of the Insurance Exchange building, Chas. Read & Sons are celebrating the 40th anniversary of the founding of the business.

Mr. and Mrs. Charles Read, both more than 80 years old, are still hale and hearty. They celebrated their golden wedding in Oak Park, Ill., in 1924, when they received expressions of good will and esteem from a large circle of friends in the industry.

William Dawson Crooke was made manager of the western department of the Northern Assurance in 1882, continuing until he died in April, 1894. Major Crooke served in the Civil War as captain of .Company B, 21st Regiment, Iowa Volunteer Infantry. He was promoted to major. He lived in McGregor, Ia., and after the war was made county recorder.

first

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Newburger Agency Started with Beginning of Century

AMONG the large Chicago agencies that have been in existence since the opening of the twentieth century is the agency headed by James M. Newburger. The agency was established in 1901.

Mr. Newburger was born in Chicago in 1874. He entered the insurance business at the age of 14 in the offices of the Lancashire. The offices then were at LaSalle and Madison streets. At that time the fire offices were scattered, as the Insurance Exchange had not been built and many of the sky-



JAMES M. NEWBURGER

scrapers in the present LaSalle street had not yet even been dreamed.

MR. NEWBURGER started as a supply and file clerk with the Lancashire. Two years later, in 1890, he left the company to join Adolph Loeb & Sons. He remained with this firm until he organized his own firm. With the Loeb firm he served in every position from file clerk to confidential representative, working his way up steadily.

In 1901, with A. J. Salomon, Mr. Newburger organized Newburger & Co. Mr. Salomon remained with the firm until 1917, when he left to organize a casualty company.

THE Newburger agency originally was a neighbor of the McCabe & Hengle agency in the small building next door north of the present Home of New York building. Later the National Life, U. S. A., building was erected and the Newburger agency, together with other agency and company organizations, moved into that building. When the Insurance Exchange was opened the agency moved again.

For the last 25 years the Newburger agency has represented the Dubuque Fire & Marine. The agency always has been an underwriting office and fire insurance always has been its specialty. Mr. Newburger chose the name of the National Reserve Insurance Company, which the Dubuque organized and of which he is a director. He also is a director of the Metropolitan Fire.

The agency also represents the Orient—has represented it for the last 15 years—the Milwaukee Mechanics, the St. Paul Fire & Marine, the St. Paul Mercury Indemnity, the General Accident and the New Century Plate Glass.

MR. NEWBURGER was one of the organizers of the Scottish National, which was reinsured in the Insurance Company of the State of Illinois. His agency represented the State of Illinois as Cook County managers until the company was reinsured in the Hanover.

The Newburger agency started with nothing. It began to grow immediately and has continued to grow steadily. Its present premium volume is large.

Mr. Newburger always has had at heart the interests of the Chicago Board, and the board has honored him with numerous appointments. At present he is a member of the executive committee, on which he has served at other times. He also has served on the patrol committee and as chairman of the building committee. Two years ago he was elected president of the Illinois Association of Insurance Agents, after having served a term as vice-president.

THE head of the Newburger agency is well known in Illinois and throughout the western territory as a sincere and diligent worker for the cause of sound insurance and for the education of the public insurance - wise. Through the Illinois association he has interested a number of the state's leading educational institutions in a course in insurance. It is his theory that insurance education should begin in the schools—that fire and accident prevention messages make a deeper and more lasting impression on the young mind than on the adult mind, and that the young man or woman who intends to make a career in the insurance business should begin learning the business in school.

Resigns Company Position to Organize Local Agency

THREE years ago Fred G. Krueger resigned as assistant secretary of Crum & Forster, the United States Fire and the North River, to become a local agent in Chicago. By doing this, he realized the ambition of his lifetime. Ever since getting well under way in the insurance business, Mr. Krueger had in the back of his mind that some day he might have an agency of his own in Chicago, his home town. He went through many years of company experience before reaching his goal, and he has never regretted the change from company to local agency ranks. His office, which has been in the Illinois Merchants Bank building since he entered business in Chicago, was moved a short time ago to the new section of the Insurance Exchange, where it occupies about twice the space that was utilized at the old location.

Since the establishment of his last office Mr. Krueger has built up his business steadily and in the course of time it will no doubt be one of the important agencies in Chicago. As a company man of wide experience, Mr. Krueger has brought to his local agency a knowledge of the insurance business as a whole that has been very valuable to it.

MR. KRUEGER entered the business as a boy in the old western department of the Royal Exchange in Chicago when John Marshall, Jr., was western manager. That was about 1899. After serving his apprenticeship Mr. Krueger went with J. A. Kelsey, who was the western manager of Aachen & Munich. In 1901 the Aachen & Munich moved its western department to New York and Mr. Krueger, along with a number of other employes, went to New York City. Four years later, in 1905, when Mr. Krueger was 21 years old, he was appointed New York metropolitan inspector for the Aachen & Munich.

TWO years later, Mr. Krueger was sent to Pittsburgh, Pa., as special agent for Aachen & Munich, covering western Penn-



FRED G. KRUEGER

sylvania and West Virginia. He continued in that capacity for about 10 years, and then the Aachen & Munich retired from this country after war was declared with Germany. Mr. Krueger then went with Crum & Forster as special agent in western Pennsylvania and after three years was transferred to New York City where he traveled out of the New York office, in the New York suburban territory and in eastern New York state. He was then advanced to the position of assistant secretary of Crum & Forster, United States Fire and the North River in charge of underwriting the so-called middle department territory. It was this position that Mr. Krueger relinquished to come to Chicago.

The building up of a successful agency from a "cold" start has not been easy but Mr. Krueger has accomplished it. He is a hard worker, a successful producer and knows his business thoroughly.

Chicago Casualty Field in 1904

BY WILLIAM S. CRAWFORD
Insurance Editor New York "Journal of Commerce"

COMPARED with the present, the casualty and surety business, both in Chicago and in the nation generally, was a mere infant in 1904, when I first became associated with THE NATIONAL UNDERWRITER. The Illinois Insurance Report shows that for that year the premium income in the state was $4,562,283. The Illinois casualty and surety premiums in 1927, according to THE NATIONAL UNDERWRITER (April 26, 1928), amounted to $74,665,806.

The following from the Illinois Insurance Reports shows what some of the companies collected in the state in 1904. These figures, however, do not show what various Chicago offices wrote, as some handled only part of the state and others handled several states or parts of states outside of Illinois. By way of contrast, the 1927 Illinois premiums of the same companies are given also:

	1904	1927
Aetna Indemnity ...	$41,289	$.....
Aetna Life	435,430	1,396,802
American Bonding..	28,986	18
American Fidelity...	609	.....
Amer. Credit Indem	120,281	138,480
American Surety ...	121,984	691,064
Bankers Surety	17,358	.....
Casualty Co.of Amer.	40,426	.....
Central Accident....	63,634	.....
Continental Casualty	223,114	2,155,523
Employers' Liability	341,293	1,277,770
Fidelity & Casualty	500,116	2,366,970
Fidelity & Deposit..	93,173	483,205
Frankfort General...	95,955	.....
General Accident....	45,783	3,276,386
Guarantee Co., N. A.	42,262	20,304
Hartford St. Boiler.	90,614	240,072
London Guarantee & Accident	361,234	1,417,195
Maryland Casualty..	144,276	1,575,835
National Surety ...	147,451	1,166,302
Ocean Accident and Guarantee	136,734	1,089,025
Preferred Accident..	110,948	222,587
Standard Accident..	150,198	1,128,969
Travelers	343,171	2,829,769
U. S. Casualty.....	81,171	347,722
U. S. Fidelity & Guaranty	146,061	3,352,000
U. S. Guarantee....	8,955	71,603

AS I recall the companies in Chicago in 1904 and their representatives, the list is as follows:

Continental Casualty, home office, H. G. B. Alexander, vice president and general manager.

London Guarantee & Accident, United States branch, Capt. A. W. Masters, general manager.

North American Accident, home office, A. E. Forrest, secretary and general manager.

* * *

Aetna Indemnity, A. R. Sexton, general agent.

Aetna Life, accident and liability department, D. W. Burroughs & Co., general agents; George Tramel, manager of the casualty department.

American Bonding, Fred. S. James & Co., general agents; Coley M. Haven, manager of the bonding department.

American Credit Indemnity, branch office.

American Fidelity, Hutchinson & Cooley, general agents.

Hartford Steam Boiler, branch office.

Lloyds Plate Glass (it is my recollection that Montgomery & Funkhouser were general agents, although Munger, Vokoun, Wetmore & Witherbee may have been general agents at that time as they were later).

London Guarantee & Accident, Conkling, Price & Webb, general agents.

William S. Crawford, the distinguished insurance editor of the New York "Journal of Commerce," was associate editor of THE NATIONAL UNDERWRITER *from 1904 to 1917, being located in Chicago. Prior to that time Mr. Crawford had been connected with the Cincinnati office of the old Ohio Underwriter and the Western Underwriter, predecessors of* THE NATIONAL UNDERWRITER. *During much of the time while he was in Chicago Mr. Crawford devoted his thought and energy to casualty insurance and suretyship. It can well be said that Mr. Crawford was the pioneer in stimulating news of these classes. He was one of the original men to write educational articles, these being run in a supplement of* THE NATIONAL UNDERWRITER. *Mr. Crawford had a wide acquaintance among casualty and surety men. He held their confidence explicitly. In this contribution he has relied on his own memory except for some statistics taken from insurance reports. He kept no diary nor did he have available the files of* THE NATIONAL UNDERWRITER.

American Surety, Daniel F. Hunt, manager.

Bankers Surety, George K. Thomas, manager.

* * *

Casualty Company of America, Fred. S. James & Co., general agents; Karl D. King, manager of the casualty department.

City Trust, Safe Deposit & Surety, Joseph T. Bowen, manager.

Employers' Liability, George A. Gilbert, resident manager.

Federal Union Surety, Montgomery & Funkhouser, general agents; H. J. Hillegoss, manager of the bonding department.

Fidelity & Casualty, W. A. Alexander & Co., general agents.

Fidelity & Deposit, Wickes & Arnold, general agents.

Frankfort Marine, Accident & Plate Glass, George E. Cutler, manager.

* * *

General Accident, Meeker-Magner Company, general agent.

Guarantee Company of North America, C. M. Pruyn, manager.

Maryland Casualty, Charles C. Davis, general agent.

Metropolitan Plate Glass, Chas. F. Pogge, general agent.

Metropolitan Surety, Henry L. Ayres, formerly of Joyce & Ayres, general agent.

National Surety, Joyce & Ayres, general agents. Early in 1904 William B. Joyce became president of the National Surety, the firm of Joyce & Ayres was dissolved and was succeeded by Joyce & Co., with Mr. Crain as manager.

New Amsterdam Casualty, William J. Gardner, manager. He resigned and was succeeded by C. J. Porter from the Burroughs office of the Aetna Life.

* * *

New Jersey Plate Glass, A. G. Kuhns, general agent.

New York Plate Glass, James I. Loeb, general agent.

Pacific Mutual Life, Danford M. Baker, general agent.

Preferred Accident, W. J. Aiken, manager for Illinois; W. C. Powell, manager for Chicago.

Standard Accident, Moore, Case, Lyman & Hubbard, general agents; Fatch Brothers, managers of the casualty department.

Title Guaranty & Trust, D. W. Burroughs & Co., general agents; E. M. McKinney, manager of the surety department.

Travelers, Phister & Right, managers liability department; L. A. Greenwood, manager accident department; John H. Nolan, general agent accident department.

Union Surety & Guaranty, — —

United States Casualty, Charles H. Eldredge, manager.

United States Fidelity & Guaranty, Conklin, Price & Webb, general agents.

United States Guarantee, C. M. Pruyn, manager.

United Surety, United Agency Company, general agent, shortly succeeded by John McGillen & Co., when George G. Brown of the United Agency Company went to the home office as vice president of the company.

THE list of home offices was shortly increased by the organization of the Illinois Surety in 1905. E. M. McKinney left the Burroughs office to go with the new company. W. Herbert Stewart was brought out from Baltimore to be secretary and underwriter. He resigned after a few months and later became manager of the branch office which the American Bonding organized after it retired from the James office. When the American Bonding was bought by the Fidelity & Deposit and retired from active business, Mr. Stewart became an officer of Joyce & Co., and later, with other members of that organization, formed the firm of Stewart, Kessberger, Keator & Lederer as general agents of the United States Fidelity & Guaranty.

MR. STEWART brought to the Illinois Surety with him D. E. Monroe, special agent of the National Surety, to become superintendent of agencies. Mr. Stewart left the Illinois Surety when Mr. Stewart did and shortly entered fire insurance as a special agent of the National Fire of Hartford under Fred S. James, western manager. For some years he has been

vice-president of the American Central of St. Louis.

IN the office of the Illinois Surety Mr. Monroe in 1905 or 1906 showed me a copy of a letter he had just written to Samuel H. Shriver, secretary of the National Surety, in which he suggested that surety companies agree not to reinsure each other except at manual rates. That plan was adopted when the Surety Association of America was organized.

The Illinois Surety continued in business several years, with Henry J. Watkins and later with Charles E. Schick as underwriter, but finally went into a receivership.

ANOTHER company organized in Chicago several years later was the Chicago Bonding & Surety, with O. F. Roberts as secretary and underwriter. It got a hard smash when Lorimer's bank failed, then absorbed the Prudential Casualty of Indianapolis, when both companies were getting weak, and became the Chicago Bonding & Casualty. Later it was absorbed by the American Bonding & Casualty of Sioux City, which failed. When the Chicago Bonding and the Prudential Casualty merged, I recall Walter E. Hart's saying, "You can't make a good omelette out of two bad eggs."

A REAL addition to Chicago home offices was made when Harold W. Letton, United States manager of the Prussian National, secured the United States managership of the Zurich General Accident & Liability. Mr. Letton secured as assistant manager Arthur W. Collins, an experienced casualty underwriter who had served for years in European offices of the Ocean. Mr. Collins later became the United States manager of the Zurich, Mr. Letton devoting his entire attention to fire insurance.

WHEN the Royal Indemnity was organized it opened a western department in Chicago, with George W. Law, manager of the Royal Insurance Company, as manager. He appointed C. J. Porter, who had been Chicago manager of the New Amsterdam Casualty for several years, as resident secretary of the Royal Indemnity. Mr. Porter resigned after a short time and the Royal Indemnity soon closed the western department.

A year or so later the Globe Indemnity installed a western superintendency at Chicago to supervise some middle western territory. F. L. Shove, who had been underwriter for the London Guarantee, became the first superintendent. He was succeeded by George F. Coar, who had been an officer of the Pennsylvania Casualty up to the time of its reinsurance in the Massachusetts Bonding in 1912. Thomas J. Grahame was agency superintendent and Kenneth Spencer was special agent. The office had to be abandoned after the Emmett ruling on acquisition cost because of its expense. Messrs. Coar, Grahame and Spencer are now all vice presidents of the Globe Indemnity, and Mr. Shove is head of the liability department of the Metropolitan Casualty at its home office.

LATER the London & Lancashire Indemnity opened a western department at Chicago under the management of Charles E. Dox, western manager of the London & Lancashire. Nelson F. Conger, from the London Guarantee office, because general superintendent. The superintendent of the surety department was M. A. Craig, who had been secretary of the Bankers Surety. The western department proved a poor investment and was taken up. Mr. Conger is now a local agent in Tampa and Mr. Craig is a vice president of the Globe Indemnity.

IMPORTANT changes came in the old home offices. The North American Accident continued to adhere to its policy of writing accident and health insurance only and has grown into one of the big companies in that class. The Continental Casualty acquired a large volume of accident and health business and then gradually expanded, taking on one casualty line after another and finally entering the surety field also. In all of these it has been successful and is now a great multiple line company.

THE London Guarantee, which for many years was almost exclusively a liability company, took on the other casualty lines, eventually reduced the percentage of its compensation business and now writes a general classification. Captain Masters, the old manager, died and was succeeded by Fred W. Lawson, who had been assistant manager. A few years ago Mr. Lawson retired from active business and was succeeded by C. M. Berger, who had been assistant manager, and the home office was moved to New York to be near the various bureaus and the other Phoenix of London interests.

OF the Chicago casualty agencies in 1904 those of W. A. Alexander & Company, Conkling, Price & Webb and George A. Gilbert were the most prominent The Alexander agency was the oldest of the three and, all points considered, probably had the finest business as it was well classified, while that of the other two offices ran very largely to employers' liability. The Fidelity & Casualty, as I recall it, was writing liability insurance rather sparingly at that time.

MR. ALEXANDER and Mr. Lobender were the seniors in the firm and Wade Fetzer and W. E. Dickey were the juniors. Mr. Alexander already had made a fortune and was taking life rather easy, and Mr. Lobender within a few years retired from active business. Mr. Alexander had wisely built up a continuing organization by taking into his firm promising young men. Even at that time Mr. Fetzer was the active head of the agency most of the time. He was a great personal producer of business, besides being an excellent executive. He has done a vast amount of work for the casualty business in general. He was one of the organizers of the National Association of Casualty & Surety Agents in 1913 and became its president, and has also been a very valuable factor in the Insurance Federation of America.

GEORGE A. GILBERT was the second agent the Employers' Liability appointed after it entered the United States. He

(Continued on Page 105)

Pursues Different Course In Establishing Business

IT HAS been interesting to those who have known Thomas T. North to watch the growth and development of his business during the past decade. Mr. North, who is the head of the Thomas T. North Adjustment Company, has just taken new offices at A-1818 Insurance Exchange, where his organization occupies four times as much space as it previously used. In his new quarters Mr. North has one of the finest adjusting equipments in the country.

In building up his business Mr. North has pursued a somewhat unusual and individual course. From the beginning he has not made a bid for volume. He has not solicited companies generally for their business. He has, instead, pursued an entirely different course.

IT HAS been Mr. North's plan to establish an adjusting connection and to then concentrate upon it. To that one client he has given the closest sort of personal service. He has handled the adjustments in such a way as to leave nothing to be desired. This character of service has in itself attracted other clients, and thus Mr. North's business has grown to its present very large proportions without active or direct solicitation on his part. The character of his adjusting work has spoken for itself and has attracted to him the large business that his office is now doing. Mr. North prides himself on the fact that his increase in business has come principally from a comparatively small group of companies which have as



THOMAS T. NORTH

time has passed turned over all of their automobile losses to him in the territory in which he operates. Mr. North is nationally known as an automobile loss specialist. He has made several talks on losses. In addition to his headquarters office he maintains a branch at Milwaukee, Wis.

Manager of Missouri State Branch Began As Part-timer

ONE of the Chicago life offices that has been developing rapidly and is now an important factor in life insurance affairs in the city is the branch office of the Missouri State Life, which is headed by E. B. Thurman. The branch has grown to large proportions, and will grow yet more.

Mr. Thurman started in the life insurance business as a part-time agent of the Phoenix Mutual Life in Birmingham, Ala., in 1912. He continued as a part-time agent of the company until his contract with a large commercial house expired, and then went to the Phoenix Mutual home office in Hartford as a student. He remained there for some time, going from one department to another, and finally to the Connecticut agency of the company, in which he remained until the opening of 1914.

WHILE Mr. Thurman was at the home office the Phoenix Mutual adopted the branch office system for the large industrial centers. Mr. Thurman was the second man appointed a branch manager under the new system. George Hunt was the first appointment. He was sent to Atlanta, Ga., and Mr. Thurman was sent to Cleveland, O. After Mr. Thurman resigned as Cleveland manager of the company, Mr. Hunt was moved to that city to succeed him.

Previously to 1914 the Phoenix Mutual had been represented by a general agency in Cleveland. The agency was old in point of years, but never had done a large volume of business. Its best total production in any one year to 1914 was $480,000. At the end of the third year under the branch office system the production was $3,600,000 paid for. Production showed consistent growth in each year thereafter.

WHEN Mr. Thurman was appointed Cleveland manager for the Missouri State Life in 1920, the company had no office, no agents and no policyholders in the city. But at the end of the second year, or in 1922, the branch paid for $8,500,000 of business. It is a coincidence of Mr. Thurman's career in the business that the Phoenix Mutual went on the branch office basis shortly after Mr. Thurman went to the home office of the company and that the Missouri State adopted the branch office system just before he joined the company. Again he was the second branch manager appointed. The first was Karl B. Korrady, now the Chicago manager of the Connecticut General Life, who was formerly Chicago manager for the Missouri State. Mr. Thurman succeeded Mr. Korrady in Chicago in May, 1927.



E. B. THURMAN

A FEATURE of Mr. Thurman's association with the business is that Oliver M. Thurman is the Chicago manager's uncle by blood relationship, brother-in-law by marriage and father in the insurance business, as he was responsible for the younger man's taking up life insurance work. Oliver M. Thurman is now vice-president and superintendent of agencies of the Mutual Benefit Life, an outstanding figure in the insurance world. He was assistant agency manager of the Phoenix Mutual Life when E. B. Thurman entered the business in Birmingham.

Mr. Thurman, in commenting on the fact that he has two brothers, two uncles and almost innumerable cousins in the insurance business, says that the one and only reason why the Thurmans have not organized a life insurance company of their own is that the purpose of those concerned with a company is to write insurance, not to fight.

SINCE Mr. Thurman first went into the life insurance business his entire training has been toward agency development. He has 68 men under contract in his office and it is his purpose not only to increase that number, but to develop the potentialities of each of the men so that they will be outstanding personalities in the business as to the quantity and the quality of their production and with special emphasis on adhering rigidly to the ethical standards that obtain in the business.

From the first Mr. Thurman has been active in the affairs of the life underwriters' organizations in the cities in which he has worked. He believes that inasmuch as such organizations are the only medium through which insurance men can express themselves, the insurance man can look to no other source for any organized effort to raise the standards of and increase the respect for the business on the part of the public and those engaged in the business. Mr. Thurman served several terms as secretary of the Cleveland Association of Life Underwriters. He was the last secretary before the organization hired a full-time salaried secretary. The first salaried secretary was Clinton F. Criswell, who is now secretary of the Chicago association.

IN his first year in Chicago Mr. Thurman was made a director of the Chicago association and he now is chairman of the business practice committee, the most important committee in the association. It is particularly important in Illinois because the state has no anti-twisting law and has no means of so governing insurance men that they are prevented from indulging in questionable practices. Moral suasion is the only power available for correcting bad practices, and it is the business practice committee that exercises this power in association work. The Thurman agency is 100 percent represented in the Chicago association. Each new agent who is to work in the city territory signs an application for membership in the association at the same time he signs his contract.

A company coincidence is that N. B. Johnston is the oldest general agent of the Missouri State Life in point of service, and is a resident of Chicago, and Mr. Thurman is the oldest Missouri State manager in point of service, and now he, too, is a Chicago resident. Mr. Johnston has been inactive for some time because of ill health, but his contract is still in force.

Enviable Prestige Built on Wreck of Insurance Company

TO base a sound agency with enviable prestige on the wreck of an insurance company may be an unusual procedure, but it was done in the case of the present Heath-Komaiko Agency, which is domiciled in the Insurance Exchange. By so doing, the agency won a clientele of which it is proud and the policyholders of the insolvent company made an agency contact of which they are pleased and which will be lasting. It happened thusly:

In April, 1917, the agency started as a branch office of the old Chicago Bonding & Surety, with B. L. Heath as manager. In 1920 the Chicago Bonding merged with the American Bonding. Mr. Heath, with O. F. Roberts, general manager of the American Bonding, took over the branch office as a general agency. In 1921 the American Bonding failed. The agency stood behind every policyholder of the American Bonding and, when the policyholders thought they had lost their insurance, gave them new insurance for that which was cancelled by law as a result of the failure. Upwards of $63,000 was saved for the policyholders.

MR. HEATH then bought out all other interests in the agency and changed the firm name to B. L. Heath & Co., Ltd. Under this name the firm operated until March, 1928. In this month and year S. B. Komaiko, who had been in the business as a broker for 21 years, entered the firm as a partner and the firm name was changed to Heath-Komaiko Company. Mr. Heath is president of the firm. For the last eight years

previous to his joining Mr. Heath, Mr. Komaiko was in the Rollins-Burdick-Hunter Company offices in Chicago.

Before he entered the business in Chicago Mr. Heath was a local agent at Fond du Lac, Wis., from 1909 to 1917. In addition to his local agency work he served as a special agent of the London Guarantee & Accident for compensation, as an accident and health special agent for the Fidelity & Deposit, and as Wisconsin state agent for the Chicago Bonding & Surety. His connection with the company last named was made shortly before he entered the Chicago field as the company's branch manager.

MR. KOMAIKO began as a broker with Cory-Morehouse in 1908, continuing in that capacity for 12 years. He then became a member of Purnell-Dudley & Co. and for the past seven years has been with Rollins, Burdick & Hunter. Mr. Komaiko is one of the very prominent brokers in Chicago. He has built up a very comfortable business in all lines of insurance. There is a human interest story in regard to Mr. Komaiko. He came to this country some years ago from Russia. He had been incarcerated by the Russians because he was suspected of reading and possessing prohibited books on freedom of the individual. He came to this country, landed in New York, made a success in his news and feature stories, was transferred to Chicago as western representative, saw the future in writing insurance and is now giving all his time to that work. He still keeps his hand in the literary field. He spends considerable of his leisure time in civic work. Deep in his heart he has a profound love for the United States. His patriotism is of a character that all could well emulate. During the war Mr. Komaiko was director of foreign language publicity for the United States Food Administration in Illinois.

GROWTH for the firm has been steady and sound. Last year the firm's premium volume was eight times as large as it was in the first year of operation. For the first nine months of this year the volume was 100 per cent larger than it was in the first nine months of 1927.

Heath-Komaiko represents the Central Surety of Kansas City as general agent for casualty lines and surety bond business. It represents the Georgia Casualty as general agent and the recently organized Transportation Fire of New York as general agent for automobile and marine lines, including all-risks jewelry and fur.

For accident and health business the firm is a general agent of the Sentinel Life. In the fire field it represents the Stuyvesant, Twin Cities, Union of Paris, General of America, General of France and the Transportation Fire.

Holmes Tells of His Work With National Association

FRANK F. HOLMES, well known local agent in Chicago, took a great interest in the National Association of Insurance Agents in his early years. Robert S. Brannen of Denver was the first secretary, serving until the Buffalo convention in 1899. At that time those who were particularly sponsoring the enterprise felt that there should be a secretary in the central section of the country. C. H. Woodworth of Buffalo was the president and he was in sympathy with this sentiment. There was quite a delegation in Buffalo at this meeting. It was thought that it would be of advantage to have the secretary in Chicago where there were many western department headquarters.

THE Chicago delegation to the Buffalo convention was large and representative. The Chicago agents suggested Mr. Holmes' name to the nominating committee as secretary and he was elected. Mr. Woodworth was reelected president. Mr. Holmes served the following years when annual conventions were held at Milwaukee, Put-In-Bay, Louisville, Hartford and St. Louis. He then declined to take the job any further and Henry H. Putnam of Boston was chosen on a salaried basis. The detail work of the organization then assumed shape.

MR. HOLMES, in commenting on his service and giving some observations, states that those were pleasant days because he felt that some progress was being made for the common good. At that time the territory of local agents was not respected. There is no question now but what agents own their expirations. Rate wars were in evidence at the time Mr. Holmes was secretary. There was very little respect for the renewals of agents. At that time the Western Union had put its separation plank into effect, giving clear Union agencies 15, 20 and 25 per cent commission and others 15 per cent flat. The Union field men were busily engaged in bringing separation about. There was considerable bidding for agents. When an independent company was thrust out of an agency it usually gave notice that it would retaliate and protect its expirations. That put the local agents between "the devil and the deep blue sea." If they maintained a mixed agency their commission would be 15 per cent flat and if they resigned their non-Union companies a rate war was liable and their business might be ruined.

MR. HOLMES says, "Local agents who have gone through a rate war and have seen their policies cancelled at short rates and written at a cut rate for a long term know that reconstruction of an agency in that town is a long and profitless process." Speaking further, Mr. Holmes said:

"TOPEKA, Kansas, was confronted with a rate war. Local agents were not permitted by the Union companies to meet the reduced rates. As a result the independent companies were writing policies for five years at a rate that saved money for the assured, although his active policies were cancelled at short rates.

"THE companies could have sacrificed their active business and stood the loss, but the Topeka local agents would have lost the value of their entire agency, and been obliged to have gone into some other line of business. They complained to their state association of local agents. The state association appealed to the National association. Under instructions from President Woodworth, I went to Topeka and called the local agents into conference. After that I called on the representatives of the independent company that was rewriting the insurance business of that city.

"THE local agents authorized me to act for them and it was soon agreed that no new business would be solicited or written at less than local board rates. The local agents unanimously agreed likewise to observe the local board rates, so beyond the policies that had been cancelled to be replaced in the rate cutting company no other business was accepted. The only diplomacy used was the presenting of the hardships the local agents would have to suffer to the home office through the company's executive representatives then in Topeka, and the desire of the company to retain the good will of the members of the National association. No other rate war that I know of has been put into effect by representative companies since the Topeka settlement and that was 28 years ago."



B. L. HEATH



S. B. KOMAIKO


GREATER INSURANCE EXCHANGE NEWS
CHICAGO
SPECIAL EDITION
VOL. I. NO. 1
MAVON MOVES FIRST
DISTINCTION OF BEING FIRST GOES TO MAVON
Larger Quarters at A-2145 Assures Service—says Mavon
INSURANCE MEN INVITED
Cordial Invitations Extended to All Friends of Agency to Visit New Headquarters
Chicago — Epitomizing its constant endeavor to be First, the Mavon Agency headed the procession of those offices entering the new section of the Greater Insurance Exchange. In its new quarters G. A. Mavon & Co. await with pleasure the visits of their old friends and with hope of the making of many new friendships that shall result in mutually profitable business relationships. The Service-Built agency offers Chicago agents which are worth your investigation.
Always First
"The SERVICE BUILT AGENCY"

Served Company as Editor and Agency Superintendent

FROM agent of the Mutual Benefit Life in the Texas field to Chicago general agent of the company, a position arrived at by way of the editorial chair of the company's house organ, "The Pelican," and a successful period of service as superintendent of agencies, is the history of A. A. Drew with the company. He was successful in all his undertakings for the company before he became general agent, and since that time he has built a $7,000,000 a year agency into one that now produces approximately $15,000,000 a year.



A. A. DREW

MR. DREW was born in St. Louis in 1866 and was educated in the public schools there. His first business experience he obtained in railroad work as an employe of the Vandalia Line. He continued in railroad work in various capacities until 1894, when he entered the life insurance business as an agent. In 1898 he took the position of assistant manager of ordinary agencies for the Prudential in Newark, N. J., and continued in this work through 1902. Jan. 1, 1903, he obtained the position of editor of publications for the Mutual Benefit Life. He continued as editor until the fall of 1907, when he was made superintendent of agencies for the Mutual Benefit. June 1, 1919, he was appointed Chicago general agent of the company.

FOR a time during his career as a life insurance man Mr. Drew was assistant secretary-treasurer of the Life Insurance Clearing Company of St. Paul, Minn. This organization was the first substandard company in the United States After he had been with the company for some time Mr. Drew became aware that it was not being properly managed, and over the president's head he instigated an examination of the company's affairs. The company was reinsured, and before long Mr. Drew returned to St. Louis and a Mutual Benefit rate book.

A curious fact about the Chicago office of the Mutual Benefit is that originally it was a district agency under the company's general agent in Ypsilanti, Mich. It is one of the old agencies of the company and has been in its present location in the Marquette building for about 30 years.

MR. DREW received his general agent's contract in 1919, at which time the agency was writing on an average of $7,000,000 annually. One of the first jobs Mr. Drew undertook was to reorganize the agency staff in such manner that with not many more men he could write more business annually. The job was big but necessary, and it was so well done that today Mr. Drew has about 50 men under contract, has a live brokerage department, and is producing approximately $15,000,000 annually.

The agency has contributed two men to the Mutual Benefit's general agency ranks. Lawrence Choate, the company's general agent in Washington, D. C., was trained in the Drew agency and was appointed to his present position in 1925. At the opening of the present year C. C. Otto, who also was trained in the Drew agency, was appointed as the company's general agent in St. Louis.

The brokerage department in the agency is under the direction of Frank Hughes, who was appointed to the post less than a year ago. Alanson S. Ingersoll is assistant to Mr. Drew in the conduct of the agency, Paul W. Cook is instructor of agents and B. H. Wallace is office manager.

ONE of the features of the agency's work is its publishing "The Squab," which is the child of "The Pelican," the company organ. "The Squab" is a lively sheet dealing with agency work and personalities, and the life insurance business generally. It is ably edited by Miss Lorraine Sinton. "The Pelican," which Mr. Drew once edited, is his creation, and "The Squab" is also. But pressure of other affairs prevents Mr. Drew handling the details of editing the agency paper. The paper is so well known and so well liked in the Mutual Benefit family that it circulates nationally among the company's general agents and field men.

Crawford's Agency Becomes Great Factor in All Lines

ONE of the large Chicago agencies that started with the writing of fire lines and automobile business and since then has become a factor in the writing of casualty and life coverage is that headed by Russell N. Crawford and operating under the name of R. N. Crawford & Co. The agency was founded in 1915. Originally it was general agency for fire and automobile business, but a few years later it took some casualty carriers into its list of companies.

When the firm began operating, it occupied comparatively small space in the Insurance Exchange. After five years, its business had grown to such volume that the original quarters became too small and it moved to larger quarters in the building. After three years, the increase of business necessitated another move. This time the agency took twice the space it had formerly occupied.

IN the fullest sense, R. N. Crawford & Co., is a general insurance agency. Besides representing some of the prominent stock fire and casualty companies operating in the United States and some of the leading life companies, the agency has direct contract with Lloyds of London for various types of coverage.

The agency places fire business with the State Assurance, Law Union & Rock, London & Scottish, Homeland, General of Seattle, Urbaine, Rhode Island and Sylvania. The fire and theft business is placed with the Pennsylvania Fire, Urbaine and Sylvania. Casualty and surety business is handled through the New York Indemnity and Central West Casualty. The agency does business with nine of the leading legal reserve life insurance companies. Through Lloyds of London and the Fire Association it handles a large volume of all risk fur and jewelry business and other marine lines.

Over the years the agency has steadily extended the territory in which it operates, until now it does business throughout the United States and Canada.



R. N. CRAWFORD

Difference in Methods

One insurance historian in chronicling some of the differences in office business methods since the 80's stated that in those early days office equipment consisted of desks, account books, stationery, pens, pins, ink, pencils, rubber bands, stamps and erasers. Today office equipment consists of electric light, telephones, dictaphones, typewriters, manifolding machines, addressographs, letter opening machines, card punching machines, loose leaf ledgers, card systems, postage and revenue stamp machines, pencil sharpeners, motor driven ventilating machines, photographing outfits, classifying statistical machines, filing cases with roller bearing shelves, office communicating telephone system, and so on.

sh-h-h-h



BILL-
I KNOW WHERE TO GET IT
JACK-
WHERE?
BILL-
GET IT FROM

Edwin·E·Besser Jr.
-INC.-
166 WEST JACKSON BLVD.
CHICAGO, ILL.

"Specializing in the Unusual Lines of Insurance"

Union Called Bulwark of West

(Continued from page 81)

during the McKinley administration became paymaster in the United States Army. E. B. Hatch, the late secretary of the Union, was assistant editor and he succeeded Mr. Goodman as editor. He had served as its editor ever since until his recent death.

The machinery of the Union was largely centered in the local board commissions. In May, 1881, a local board commission of five members was created dealing with the entire field. This was enlarged to seven members later in the year. In March, 1882, at the suggestion of C. F. Mullins, four such commissions of seven members each were created, dividing the territory among them. This method of government continued for 15 years until March, 1897, at the St. Louis meeting when the Union at a most important meeting merged its various duties, together with the improved risk commission, into a governing committee with a secretary to guide all the activities of the office. It was proposed that this governing committee consist of nine members. This was later changed to 11.

THIS is the real executive board of the organization. On it have been placed heavy responsibilities. In the early days Robert Jardine was the salaried man of the improved risk commission. W. F. Fox was the salaried man for the local board commissions. He looked after the details.

ONE of the vigorous planks in the Union platform has been separation. In February, 1887, it was resolved not to permit companies to be represented by an agent who should receive from any one of the companies more than 15 per cent. A pledge was secured from the agents in May of that year carrying this into effect. The companies found, however, that human nature could not stand excess commissions arrangements offered by various companies. In September, 1899, the Union took probably the most important step by offering agents an option of graded commissions of 15, 20 and 25 percent if they elected to keep Union companies only and 15 percent flat to those that had mixed agencies.

IN 1879 the Union companies reported assets of $93,617,261. The premiums in 1879 were $28,248,931. When the Western Union in 1897 decided to coordinate its activities it chose Walter W. Dudley, who had been United States manager of the Manchester, as secretary of the governing committee and manager of the Western Union office. E. B. Hatch was his assistant and edited the "Bulletin." D. C. Osmun, who had been western manager of the Imperial, was at one time assistant secretary of the governing committee. I. S. Blackwelder, former manager of the Niagara Fire, also served in that connection.

JAMES F. JOSEPH, who had been assistant western manager of the North British, later vice-president of the Commonwealth of New York and then vice-president of the Sterling Fire of Indianap-

New Century Casualty Pays Dividends Its Second Year

FROM April 5, 1924, until the issuance of this historical review of the insurance business in Chicago is not many years, either absolutely, or comparatively to the total of years insurance has existed as an organized business. Yet in those few years one of the specialty companies that has made its own enviable history is the New Century Casualty of Chicago, a company specializing in plate glass insurance.

Officers of the company are Albert Kahn, president; L. A. Krafft, secretary, and A. J. Salomon, treasurer. These men organized the company and entered it in the field, and did it so well that in the second year of its history it paid a nice dividend to its stockholders, and in its next two years paid larger dividends. The company began with capital and surplus items of $100,000 each. This year each item has been increased $50,000. When the company was licensed its assets totaled $171,000. On Aug. 1, 1928, they totaled $437,000.

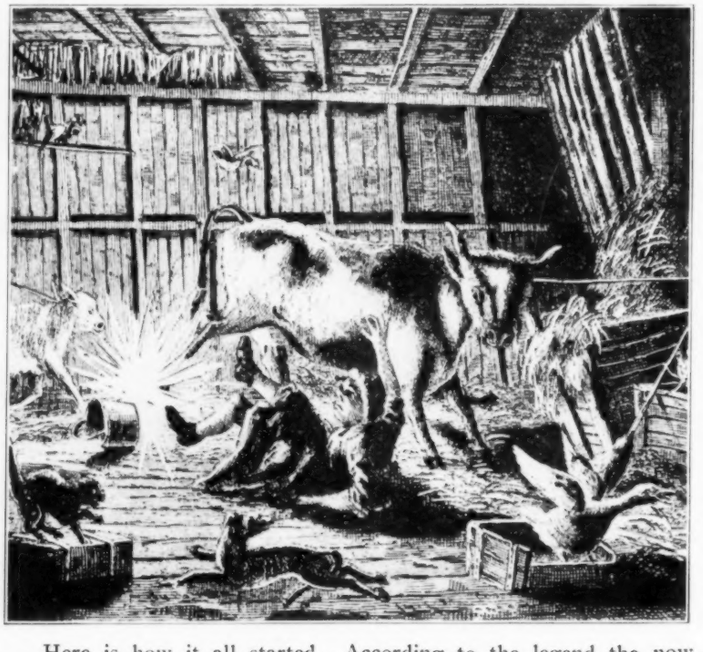
THE three men responsible for the company have been in the insurance business for years. Mr. Kahn was in the brokerage business 16 years in the James M. Newburger & Co. office. Mr. Salomon was in the agency business for years with Mr. Newburger. Mr. Krafft was with Kuhns & Pogge in Chicago about 10 years, and after that was head of the plate glass department of the Munger, Vokoun, Wetmore & Witherbee agency, which was Cook county manager for Lloyds Plate Glass.

At the end of 1927 the New Century was three and a half years old. In 1927 it wrote more plate glass business in Illinois than any other company operating in the state. The company's business total for the first eleven months of 1928 was well ahead of the total for the first eleven months of 1927.

ORIGINALLY the company wrote only in Illinois. Most of its territorial expansion has been made this year. It now operates in 13 states, and this year it put its first special agent into the field. It is represented on the local and state agency basis throughout its territory.

When the company was in the process of organization it was predicted by some insurance wiseacres that it would not continue in the business. Its history to date is the answer to that. A feature of the company is that many of its stockholders are insurance men who have been in the business for many years, many of them currently domiciled in the Insurance Exchange. Thomas Hogan, Illinois state agent of the Dubuque Fire & Marine, is a director of the company.

HOW CHICAGO FIRE STARTED



Here is how it all started. According to the legend the now famous Mrs. O'Leary residing at 508 De Koven street found her favorite cow, Pansy, to be recalcitrant. On the Sunday night in 1871, when the usual business of milking was attempted, but at a rather late hour, the temperamental Pansy objected to the delay and to the consequent upset in her routine, evidencing her displeasure by kicking over the milk, pail and lantern. In this way the fire that caused such wide damage is supposed to have started.

olis, served as special agent of the governing committee until his death. W. B. Flickinger, now assistant western manager of the North America did some special work for the governing committee in years gone by. Rudolph Belcher, general manager of the Western Insurance Bureau, was connected with the governing committee office for a few years.

THE members in 1879 included F. C. Bennett, Wm. B. Cornell, George T. Cram, J. F. Downing, A. J. Harding and H. M. Magill, who attended the preliminary meeting May 29; Joseph Bates, George F. Bissell, C. E. Bliven, T. R. Burch, Eugene Cary, Thomas S. Chard, Arthur C. Ducat, Charles W. Kellogg, C. F. Mullins, James Newman, R. J. Smith, C. J. Townsend, George C. Clarke, W. G. Ferguson, William R. Kerr, Charles H. Case, William Warren, William H. Cunningham, James L. Ross, William Ashworth, M. O. Brown, B. W. French, J. O. Wilson, John W. Murray, James Nichols, George M. Lyon, Sam P. Blagden, M. Bennett, Jr., C. A. Eaton, C. H. Bigelow, G. H. Koch, W. J. Littlejohn, N. C. Miller, Daniel C. Osmun, William E. Rollo, Conrad Witkowsky, Western Bascome, Fred S. James, Barbee & Castleman, Charles A. Hull, Henry A. Oakley, John H. Law, Law Brothers; H. K. Lindsey, Charles J. Martin, J. H. Washburn, Henry D. Sherrerd, George W. Hayes, Benoni Lockwood, Straight & Lyman, Byron D. West, Miller & Drew, Loeb & Judah, Morris & Bayly, S. S. Eaton, Henry H. Hall, Irving, Frank & Dubois, Henry E. Bowers, J M. Halstead, David Adee, M. F. Hodges, J. Montgomery Hare, W. R. Freeman, Martin Collins, James E. Culsford, J. L. Cunningham, James M. DeCamp, Setterlee, Bostwick & Martin and John J. Shepherd.

IT is interesting to note in this connection that J. Montgomery Hare, who was one of the pioneer members, died in July of this year. He had been a vice-president of the Union, elected in 1899. James L. Ross, whose name appears on the list of members in 1879, is still living in Chicago doing a local business.

Those who have served as president of the Union are Jerome F. Downing, western manager of the North America, who was elected Sept. 23, 1879; George F. Bissell, Hartford Fire; Eugene Cary, German American; Fred C. Bennett, Aetna; Charles H. Case, Royal; John H. Washburn, Home of New York; H. M. Magill, Phoenix of Hartford; Thomas S. Chard, Fireman's Fund; A. J. Harding, Springfield; R. J. Smith, Traders; Eugene Harbeck, Phenix of Brooklyn; George T. Cram, American Central; J. M. DeCamp, Liverpool & London & Globe; I. S. Blackwelder, Niagara Fire; J. W. G. Cofran, Hartford Fire; George W. Law, Royal; J. H. Lenehan, Phenix of Brooklyn; Fred S. James, National of Hartford; G. H. Lermit, Northern Assurance; P. D. McGregor, Queen; John Marshall, Jr., Fireman's Fund; A. G. Dugan, Hartford Fire; C. R. Tuttle, North America; John H. Carr, Hartford Fire; W. L. Steele, Niagara Fire; John C. Harding, Springfield; C. A. Ludlum, Home of New York; John M. Thomas, Aetna, and W. B. Flickinger, Philadelphia Fire & Marine, who is the present executive.

Torpe Entered Business as Cook County Special Agent

AUGUST TORPE, JR., head of August Torpe, Jr. & Co. Inc., one of the older agencies of Chicago, has been in the insurance business in Illinois for the last 35 years, starting as a Cook county special agent for the old Rockford Fire of Rockford, Ill., and the Security of New Haven. Mr. Torpe's father was in the real estate and insurance business in Chicago for 50 years.

One of Mr. Torpe's first associates in the agency business was Charles E. Sheldon, who was western manager of the Security and secretary of the Rockford. He died about four years ago.

IN the early years of the present century John O. Wright and George R. Lewis had an agency, which jointly with Torpe & Hoagland represented as managers the American of Newark, the Security of New Haven, the Palatine and other companies. Torpe & Hoagland dissolved as a firm in 1907 and was succeeded by Hoagland & Hengle. Later it became Torpe & Hoagland again, and was incorporated as August Torpe, Jr. & Co., in 1913. Mr. Hoagland left the firm in 1917. He recently died, after having represented the Home of New York for some years.

Many of the large eastern companies had but small footing in the west at the time Mr. Torpe went into the fire field. One of the big deals consummated in the western field since 1900 was the reinsurance of the Rockford Fire of Rockford, Ill., in the American of Newark. Curiously enough, the deal was initiated and completed by the present Chicago resident manager of a large casualty company, Joseph E. Callender of the Ocean.

MR. TORPE'S first office was located at 170 La Salle street, in the building on the site now occupied by the Northern



AUGUST TORPE, JR.

Trust Co. at La Salle and Monroe streets. From this location Mr. Torpe went to 195 La Salle street, the old Morris block, into the office of John O. Wright. When the National Life, U. S. A., building was erected the office moved into it, and later moved into the Insurance Exchange when that structure was made ready for occupancy.

During the years when these agency changes were being made and the agency was moving from building to building as the growth of its business necessitated, Mr. Torpe was steadily becoming a more prominent figure in the business in Chicago. Today he is president of the Chicago Board, after having served the organization two years as vice-president. He has been a member of the executive committee of the board continuously for the last five years. He also is a director of the Illinois Association of Insurance Agents and a director of the insurance division of the Illinois Chamber of Commerce.

THE agency has represented the American of Newark over the years and still represents it, together with the Security of New Haven, the Eagle of New York, the North River, the St. Paul Fire & Marine, the New Jersey Casualty and the American Casualty.

Like others in the business in Chicago who may be numbered among the old timers insurance-wise, Mr. Torpe has seen the fire companies develop many new lines at the same time they have worked steadily to improve the housekeeping of American business and the American home in the interests of reducing the economic waste occasioned by fire losses. The loss ratios on almost everything except dwelling contents have continually declined, and with the present educational campaigns of the companies it is unlikely that dwelling contents loss ratios will not also be reduced. The cigarette and the many electrical devices used in the home are the prime causes of losses to contents; and Mr. Torpe has been in the business long enough to see use of the cigarette extended throughout "la monde des femmes" and has seen home electrical devices come forward from the old style carbon bulb once used for lighting to the present mazda lamp and the host of appliances invented to make living easier and more pleasant.

Earlier Chicago

"Fifty years ago every house that was insured had the nameplate of the company assuming liabilty tacked on the front door frame, or stairway leading up to entrance. They were of metal, about 7x4 in size.

"In view of their connection with 'fires,' about the last thing we saw, or that attracted our attention on leaving our home as it was about to go up in flames and smoke in the conflagration of 1871, was the little sign of the insurance company."—C. E. Jennings.

Company Given Charter by Congress Sixty Years Ago

THE National Life of the U. S. of A. with headquarters in Chicago, has an historical setting that is unique in the history of life underwriting. The fact that it celebrated its 60th anniversary during the summer of 1928 is of particular interest. The later '60s in the United States were pregnant with great events, the nation was being reborn and reconstructed. The National Life, U. S. A., started business Aug. 1, 1868, having been chartered on July 25. The founder of the National Life was Jay Cooke, one of the great financiers of the Civil War time, who is described as "an energetic, original, dynamic, winning and romantic personality."

HE was one of the most successful bankers of the nation. He received from his country a signal honor in that Congress granted a charter to the National Life, U. S. A. This was the only life insurance company to receive such a charter. In the days following the Civil War there was much commotion, much unrest, much doubt, much insecurity. The National Life, U. S. A., therefore, came into existence to meet a definite need of the times. There was a need of stability; there was a demand for institutions that could allay doubt and guarantee results. The advent of the National Life, U. S. A., into the life of the people created much favorable comment.

MR. COOKE became chairman of the finance and executive committee. The board of directors were prominent bankers of Philadelphia, Washington and New York. They were conspicuous in their various activities. Among the members of the first board were E. A. Rollins, commissioner of internal revenue; William E. Chandler, assistant secretary and treasurer; John D. DeFrees, the public printer. The rest were all bankers. It is interesting to note that the National Life, U. S. A., had its original home office building in Philadelphia. During the first seven months of its existence it issued $10,605,550 of new business. During the first 17 months of its career it issued $23,221,850, which was a record to inspire pride.

AT that time the competition in the life insurance field became feverish. A reckless and costly battle waged and high pressure methods prevailed. The officers and board of directors of the National Life, U. S. A. concluded that this was a useless, sanguinary struggle. Therefore, the company withdrew from the competitive field in 1880 and for 20 years thereafter the company administered the business already on the books without writing any new volume. This was an interesting fact in the history of the National Life, U. S. A. It gave the legal reserve system a new strength. It showed that so scientific are the rates computed that even though there was no further income from new premiums, the company could meet every obligation in accordance with actuarial calculation without adjustment. It showed that the theory of old line life insurance was sound. If all the policyholders had died in a single day the company could have met its demands because it had several hundred thousand dollars of assets in excess of the total amount of insurance in force. During the time that it was in this dormant state it survived all the shocks of panic, business failures and financial crises.

SHORTLY before 1900 the company transferred its home office to Chicago. It had as its home office building the old-time structure on La Salle street, which in 1902 was replaced by a 12-story modern office building. At one time the old building was the insurance center of La Salle street when the fire agencies made that street an insurance thoroughfare. The building had been a landmark in the financial district, having withstood the great Chicago fire.

The present era of progress of the National Life, U. S. A., started when Albert M. Johnson and Robert D. Lay became connected with the company.

THOUGH young Mr. Johnson's business judgment, his foresight, and faith in the country, prompted a sympathetic interest in the affairs of the institution and his keen vision revealed the unlimited possibilities for the development of the company, of which he was later to become president, which position he occupied until 1926, when he became chairman of the board.

Robert D. Lay, also a young man, began in a minor position and has worked on through the various departments, devoting himself whole-heartedly to furthering the interests of the company. He was elected secretary in 1906, vice-president and secretary in 1920, and president in 1926. He is one of the most capable all around life insurance executives in this country today.

CLOSELY associated with the two executives named is Walter E. Webb, vice-president, who has been a real force in furthering the company's progress.

During the long period of cessation from the writing of new insurance prior to 1900 a large amount of the insurance in force in 1880 naturally passed from the books of the company through deaths, surrenders, maturities and other logical channels of termination. It is to be noted that from Jan. 1, 1900 to July 1, 1928, the assets increased from $1,898,433 to approximately $55,000,000 and the insurance in force from $1,610,894 to more than $300,000,000.

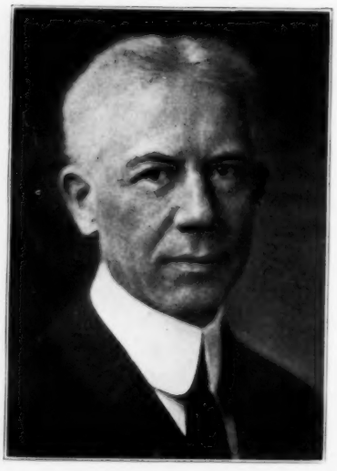
This story of the National Life, U. S. A. is the record of the upbuilding of one of the greatest factors in the life insurance history of our country.

Automobile Adjusters Have Background of Experience

AN AUTOMOBILE adjusting firm that has come to the front rapidly in recent years is that of Koerts & Kitts, composed of John L. Koerts and George Kitts. New offices were acquired recently at A-804 Insurance Exchange, where the organization is fully equipped to handle all company claims in Illinois, Michigan, Indiana and Wisconsin. The new offices are much larger than those formerly occupied.

The present firm was organized in the early part of 1927 by Mr. Koerts, at which time he was oper-

FACTORS IN GROWTH OF NATIONAL LIFE, U. S. A.



ALBERT M. JOHNSON



ROBERT D. LAY

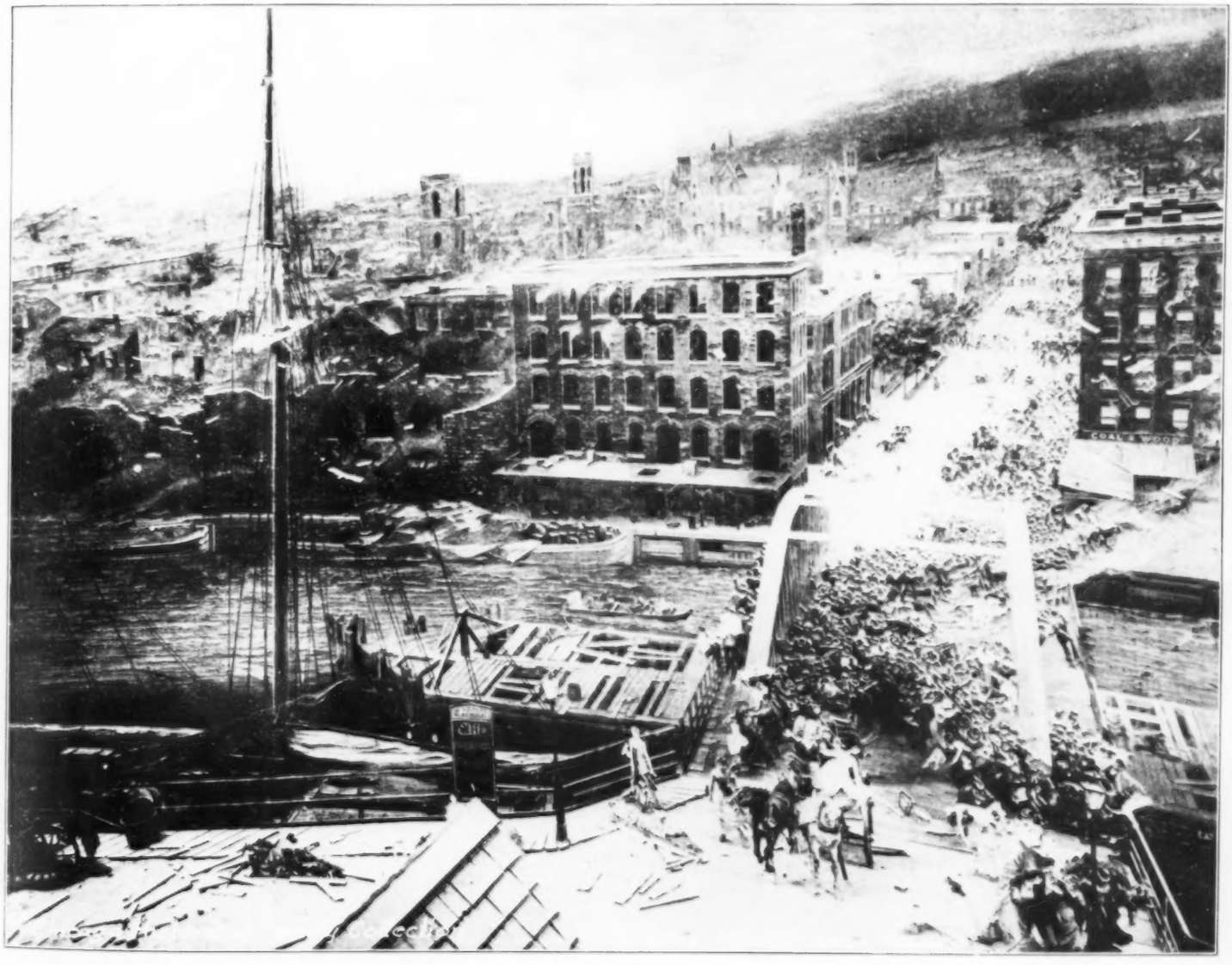


WALTER E. WEBB

ating individually with offices at 327 South LaSalle street. Mr. Koerts began insurance adjusting work in the Chicago office of Edson & Co., an automobile finance house. At that time Edson & Co. handled the exclusive financing of all Fords and Packards and was agent of the National Union, Union of Canton, Allemannia and Caledonian. Mr. Koerts was associated with Edson & Co. from 1923 to 1927 and had supervision of all fire, theft, collision, property damage, public liability and conversion claims with jurisdiction over Illinois, Indiana, Michigan and Wisconsin. When Mr. Koerts opened his office as independent adjuster he continued the handling of Edson & Co.'s accounts for the companies they represented.

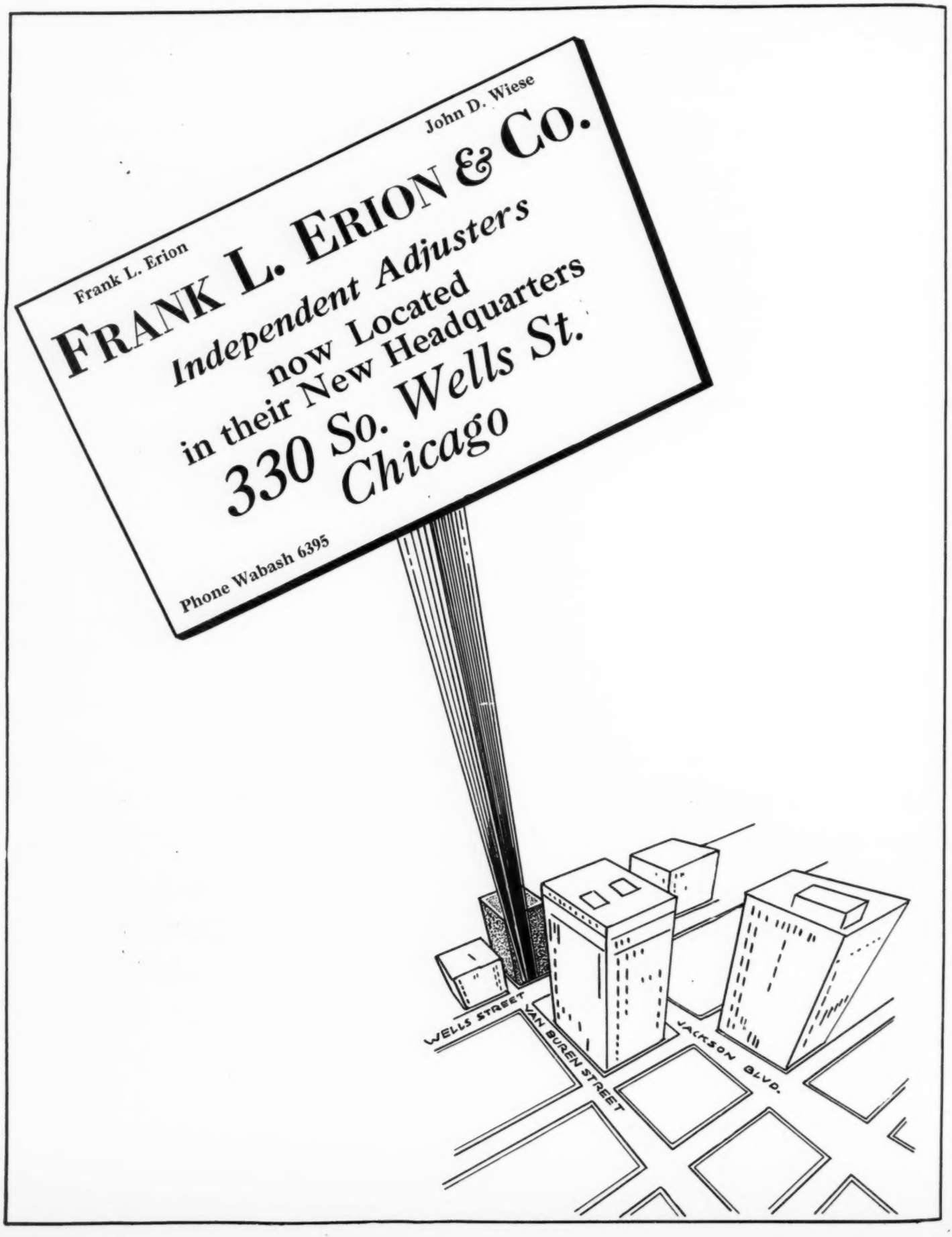
IN JULY, 1927, Mr. Kitts became associated with him, the firm name being changed to Koerts & Kitts. Mr. Kitts began his insurance career in 1913 in the New York office of the Zurich Accident as an investigator and adjuster. He was with the Zurich for about three years and then went with the New York office of the old Prudential Casualty of Indianapolis as an investigator and adjuster. He later became assistant manager of the Buffalo office of the Employers Liability. He was with that company for about a year and then enlisted in the second training camp of the artillery during the World War. While in England he had charge of transport and aviation for several camps, with the rank of second lieutenant. When he left the service he resumed with the Employers as an adjuster. Mr. Kitts was then placed in charge of the automobile claim department of the New York office of the New Amsterdam Casualty, which position he held for two years. He then became assistant adjuster of the Home Fire & Marine and the Fireman's Fund in the New York office. He was also manager of the loss department in New York of the Northwestern Casualty & Surety, having supervision over New York, New Jersey and Connecticut until the control of that company was purchased by the Union Indemnity. His last company connection was effected in 1926 when he became chief adjuster for H. G. B. Alexander & Co., managers of the Trans-Continental and Union of Canton.

VICTIMS OF GREAT CHICAGO FIRE FLEEING FROM FLAMES



Actual photographs of Chicago's great conflagration in action are not obtainable. In 1871 the art of photography was not very fully developed. For an understanding of how the fire looked we must rely largely upon artists' conceptions and the details furnished by eye-witnesses.

This drawing shows the people pouring over one of the bridges from the downtown district to the near north side. Within two days nearly 100,000 people were homeless.


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John D. Wiese
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in their New Headquarters
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Phone Wabash 6395
WELLS STREET
VAN BUREN STREET
JACKSON BLVD.

Chicago Casualty Field in 1904

(Continued from page 88)

became resident manager in Chicago in 1887. His previous experience had been with the Travelers as an accident agent. He was the dean of western liability men, a man of sterling character, possessed of a profound knowledge of the business, a large personal writer, an untiring worker and one who was able to command good rates when many others were not doing so. He was one of the early presidents of the National Association of Casualty & Surety Underwriters. Unfortunately Mr. Gilbert built a "one-man" agency instead of an organization which would perpetuate itself and when he passed away a few years ago the corporation had to reorganize its Chicago office.

CONKLING, PRICE & WEBB organized their agency in 1893 when the American Casualty Insurance & Security of Baltimore failed and these three young men, who were connected with its Chicago office, found themselves out of a job. The London Guarantee had entered the United States only the year before and they secured the general agency for Illinois, Indiana and Missouri. A few years later, when the United States Fidelity & Guaranty was organized, they secured the first general agency of that company for bonds and burglary insurance. They also had a company for plate glass insurance—the Pacific Surety, I think—until the London Guarantee began writing that line.

B. H. CONKLING and Fred A. Price were large producers. George D. Webb had some personal business, but his time was chiefly occupied in running the agency. His brother, Lew H. Webb, also a member of the firm, had some personal business but he had charge of the sub-agency plant and that took a large part of his time. They also had some strong men in their organization. W. G. Kress was considered one of the best surety men in Chicago. After the firm resigned the U. S. F. & G. in 1908 or 1909 and took the Fidelity & Deposit in its stead, A. C. Arnold, another good surety man, who had been general agent of the Fidelity & Deposit, was also with the organization for some years.

GEORGE D. WEBB was the member of the firm who represented it in organizations and outside activities. He had a wonderful knowledge of both the casualty and the surety business. I recall that at one time he was considered the only man in Chicago who really was an expert in both branches. He read apparently everything available on the business and being a master of facts and figures he was a dangerous opponent in argument. In nearly every organization, whether local in Chicago or national, for the benefit of the business, George Webb has had a prominent part. He has been president of the National Association of Casualty & Surety Agents, of the Insurance Federation of America and various other organizations.

D. W. BURROUGHS & CO., whose chief business was fire insurance, were general agents of the Aetna Life. That agency in 1904 or 1905 was one of those merged to form the Burroughs, Marsh & McLennan agency, which within a short time became Marsh & McLennan. The Aetna Life was one of the companies which went into the consolidated agency. Later after it had launched the Aetna Casualty & Surety, it decided to open a branch office in Chicago with George Tramel as manager.

The Title Guaranty & Surety represented by Burroughs & Co. office and later by Marsh & McLennan, also went on a branch office basis. It transferred its Des Moines manager, Harve Badgerow, to Chicago and placed him in charge of a large territory. Later he left the company and organized the Rockwood - Badgerow Company at Chicago, which was general agent of several companies. When the Continental Casualty opened its surety department Mr. Badgerow became a vice-president of that company in charge of the bonding department.

THE Ocean Accident & Guarantee in 1904 was represented at Chicago by Macdonell-Baker-Callender Company as general agent. Soon afterwards, however, this corporation was dissolved, Mr. Macdonell going east and joining another company and Joseph E. Callender becoming sole general agent and later manager of the Ocean's branch office. I found him one of the ablest casualty men in Chicago. Not only does he know every branch of the business but the "politics" of it is an open book to him. More than once he told me what scheme somebody was working on, what he expected to accomplish and where he was going to land, and he proved a good prophet. He had a happy way of treating as a joke what got other leading casualty men "all het up." The business seemed to be an interesting game which he was playing.

FRED S. JAMES & CO. were general agents of the Casualty Company of America. Karl D. King was their casualty manager —in those days a young fellow, a hard worker and already recognized by the older men for his sound judgment. As he was modest, he left it to the "elder statesmen" to do the talking at association meetings. Fred S. James & Co. were also general agents of the American Bonding, and Coley M. Haven, their surety manager, was recognized as one of the best surety men in the city. He died suddenly in 1906 or 1907 and was succeeded for a time by Mr. Peck, who in turn was succeeded by G. S. Haskell.

THE Frankfort General had a branch office in Chicago. It is my recollection that George E.

Starts With Desk Room, Now Has 25 People on the Job

ARTHUR L. LADD is head of the firm of A. L. Ladd & Co., with offices in the Insurance Exchange. His firm operates a claim department for insurance companies, handling general casualty lines, including liability, property damage, automobile fire, theft and collision, compensation, accident and health and burglary."

Mr. Ladd is an experienced claim man. He was in the claim division of the Street Railway Company in Chicago from 1906 to 1912. He was associated with the Ocean Accident & Guarantee at its Chicago office. He then went with the Globe Indemnity. He was with the Globe from 1913 to 1920. During 1920 he opened an office of his own at 29 South LaSalle street. Due to the growth of his business he was compelled to acquire larger quarters and in 1922 his office was moved to the Old Colony Life building. In March of this year he moved to his present quarters in the Insurance Exchange.

STARTING with only desk room in 1920, his business has grown to such proportions that a staff of 25 people is continually on the job. He has no less than 10 men on the outside at all times.

Among the companies represented by Mr. Ladd are the Glens Falls Indemnity, New Jersey Fidelity & Plate Glass, Central Surety of Kansas City, Union Automobile, Transportation Indemnity, Automobile Underwriters, Georgia Casualty, Employers



ARTHUR L. LADD

Reinsurance and the Federal Surety.

E. J. Coffey is superintendent of claims and V. S. Sment is assistant superintendent. The business done through this office this year is more than double that of 1927.

Cutler was the manager early in 1904, but retired soon afterwards. He was a Voss, Conrad & Co. man and they were succeeded as United States managers by C. H. Franklin in 1904. Mr. Franklin appointed M. J. Grogan as manager at Chicago. Some years later he was succeeded by William M. Lawson, who left the company and organized the Smith - Lawson - Coambs Company, which took the general agency of the Georgia Casualty when it entered Illinois. S. H. Goldsmith, who had grown from boyhood in the Chicago office of the New Amsterdam Casualty, succeeded Mr. Lawson as manager of the Frankfort and held office 'till the war put the company out of business here.

IN point of service George E. Cutler was one of the oldest liabilty insurance men in the United States. He was with Beecher, Schenck & Benedict, New York managers of the American Casualty & Security, in the late '80s, was the first New York manager of the London Guarantee and then for some years was with Voss, Conrad & Co. After leaving the Frankfort he was with the Empire State Surety in Chicago for a short time, later became vice-president of the Guardian Casualty of Salt Lake and then president of the Interstate Casualty of Birmingham, which failed a few years ago.

THE General Accident was represented at Chicago by Meeker-Magner Company as general agent. Mr. Meeker was the office man but retired from the organization after a few years. The late Thomas J. Magner was president of the company and the leading producer of business. He had some very devoted friends and some bitter enemies. He was a Republican politician, plain-spoken, two-fisted, , looked one squarely in the eye and was a real man. He was very charitable and spent much time doing good which nobody but the beneficiary knew about. As the General Accident was non-affiliated, Mr. Magner was not a member of the local casualty organization and he made no effort to conceal his dislike for many of his competitors.

CHARLES C. DAVIS was general agent of the Maryland Casualty for a number of years when the rates were most demoralized. He did not do a very large business. He told me that the company had a bad opinion of Chicago as a place for doing employers' liability business because of its unsatisfactory early experience there and it would not cut rates to the extent that some of its competitors did. Mr. Davis was succeeded by Alford & Blaker Company. O. P. Alford of this organization had come to Chicago a few years earlier to handle the fidelity department in the Alexander agency of the Fidelity & Casualty and C. J. Blaker had been a Chicago broker. They later resigned the Maryland Casualty and took a general agency of the United States Fidelity & Guaranty, and the Maryland Casualty opened a branch office under the management of Col. Harvey Jones, who is now vice-president of the New York Casualty in New York.

THE Standard Accident had Moore, Case, Lyman & Hubbard as its general agents. Fatch Brothers were their casualty managers when I first became acquainted with the agency, but a few years later they were succeeded by John Angus Morrison. He soon took a prominent place in the business in Chicago. Concluding that the brokers were "working" the general agents on rates because the general agents were suspicious of each other, he got a number of general agents and managers together in a luncheon club out of which grew the Chicago Casualty Underwriters Association. In 1912, when the Massachusetts Bonding entered the casualty business, Mr. Morrison and William T. Blew, a special agent of the Ocean, organized the firm of Morrison & Blew and secured the general agency of the casualty department of the company.

IN 1913 Mr. Morrison, Wade Fetzer and W. G. Wilson of Cleveland were prime movers in calling the meeting of casualty and surety general agents in Cincinnati which resulted in the organization of the National Association of Casualty & Surety Agents, of which Mr. Morrison became the first secretary. Later he went into life insurance with the Aetna Life at Chicago and has made a great success of it, while still handling a large casualty business as a broker.

IN 1904 the Travelers had not developed its branch office system in Chicago. Phister & Right were managers of its liability department, but they were personal producers and many of the brokers regarded them as competitors and would not do business with them. When the company opened a regular branch office in Chicago a few years later, with Norman J. Westerhold as manager, he convinced the brokers that he was not a competitor and began building the large casualty business the company now has there. Mr. Westerhold resigned to become a partner in the Rockwell-Badgerow Company and was succeeded by Edward H. Morrill, Jr. After some years Mr. Morrill resigned, went with the Aetna Life at Chicago and later at New York, where he is assistant general manager of the main branch office of the Aetna Life and affiliated companies.

THE United States Casualty had Charles H. Eldredge as its resident manager in Chicago in 1904. He still represents the company there. It was conservative

VIEW FROM OLD COURTHOUSE

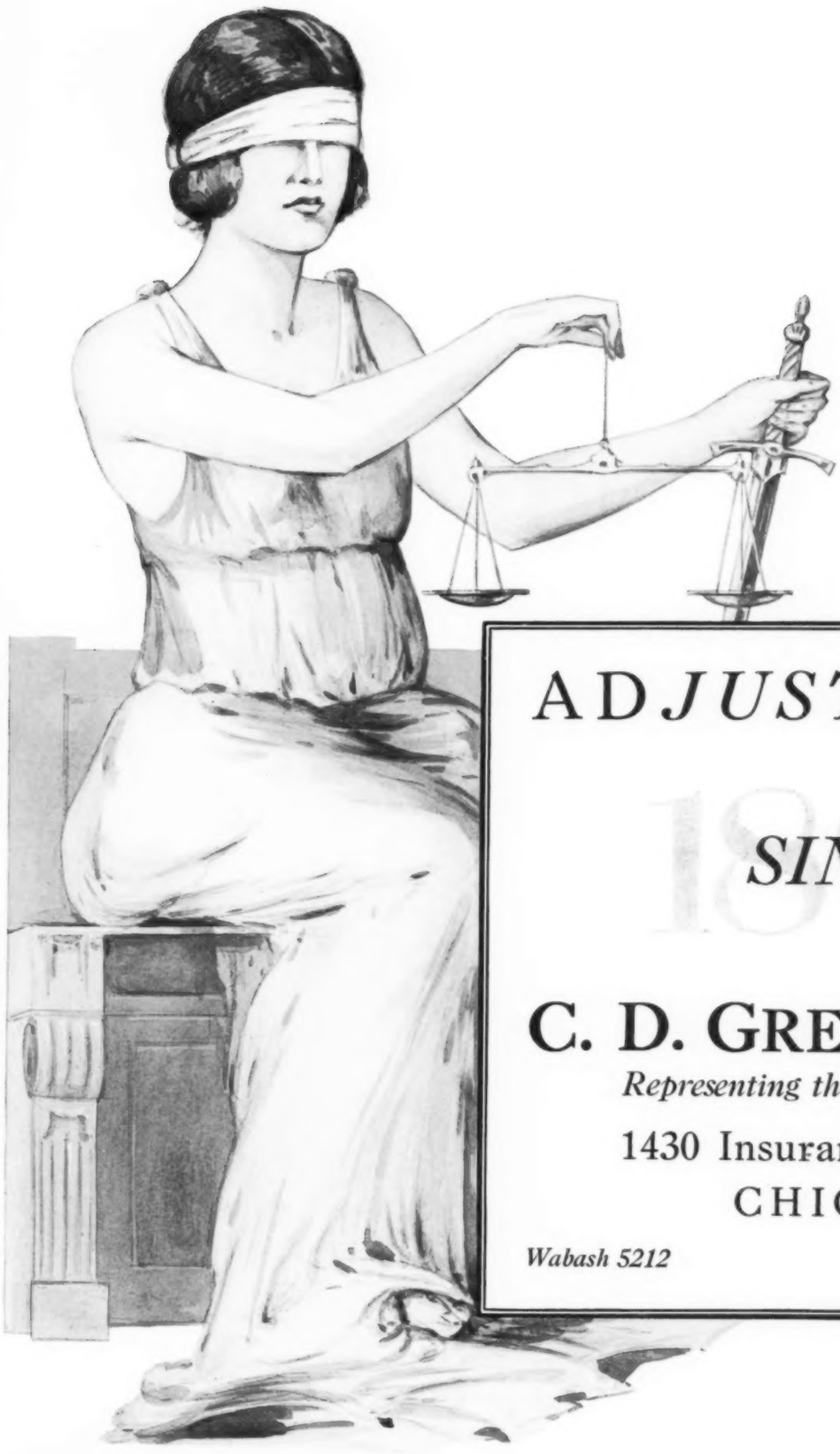
The principal retail business district of Chicago now occupies the area encompassed by this picture which was taken from the old courthouse in 1858. Cohan's Grand Opera House now fills the place of the barns where the washing is drying on the roofs. On its location Bryan Hall was built shortly after this picture was taken and was



the scene of many notable gatherings. It was there Steven A. Douglas' body lay in state.

At the corner of the alley on Dearborn street is the first Masonic Temple, quite a pretentious edifice in those days. On the west side of Dearborn opposite the temple is the postoffice. It remained there until 1860. The Second Presbyterian Church can be seen at Washington and Wabash. It was built of stone quarried west of western avenue near Kinzie, where certain speculators expected to strike petroleum. The stone was impregnated with some kind of an odd appearance. The building with the spire in the corner (upper center of the view) is the Garrett block. The Light Guard Hall was in this building and Parmalee's omnibus stables were below.

—Picture courtesy C. E. Jennings



ADJUSTMENTS

1899

SINCE

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Representing the Companies only

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CHICAGO

Wabash 5212

C. D. GREENE
ROSS B. WHITNEY
C. S. MILLER

and did only a moderate volume of business

William J. Gardner resigned as manager of the New Amsterdam Casualty in Chicago in 1904 to become manager of the San Francisco branch of the Aetna Life. From there the company transferred him to the managership of its New York branch. Resigning from the Aetna Life, he became general manager of the Commercial Casualty of Newark when it was organized. Later he became assistant United States manager of the Ocean, and then United States manager. Preferring to live in San Francisco, he induced the company a few years ago to make the Pacific department a separate branch reporting to the head office and he became its manager.

THE American Fidelity entered Illinois late in 1904 with Hutchinson & Cooley as general agents. The active factor in the agency was George A. Hutchinson, Mr. Cooley being a lawyer by profession and giving his attention chiefly to claim and legal matters. Mr. Hutchinson was an old Chicago & North Western railroad man and later had been adjuster for the Fidelity & Casualty in the northwest. The company operated on a non-conference basis, with automobile liability rates of its own which were considerably lower than those of most of the companies, and did quite a business especially in that line. Mr. Hutchinson was an extremely plain spoken individual and told brokers where they got off in unmistakable terms, but he was so square and handled his claims so well that they liked him and did business with him, notwithstanding his refusal to let them have any voice in the handling of claims.

THE American Fidelity finally got into deep water, largely by reason of some heavy surety losses in the east and loss of assets through the collapse of the New Haven Railroad, but it had good nerve, met its obligations, reduced capital and retired to its home state where it still operates in a limited way. For some years it was the outstanding illustration of the need of ample liability loss reserves. For several years after it ceased writing liability insurance it put up the loss reserve according to formula, paid out during the year in losses more than the loss reserve at the beginning of the year and then had to set up a larger reserve at the end of the year.

THE Aetna Indemnity was doing principally a surety business, although it wrote plate glass, burglary and possibly a few other classes. Andrew R. Sexton was the general agent, but he shortly admitted to partnership John C. Pitcher and the firm became A. R. Sexton & Co. For years Mr. Sexton was secretary of the Surety Underwriters Association of Chicago. As I now recall the circumstances Mr. Sexton was called to the home office as an officer before the company finally went into receivership and later became an officer in the bonding department of the Aetna Casualty & Surety, a position he still holds. After Mr. Sexton went east Mr. Pitcher became an insurance broker in Chicago and had a large business. He later became a member of the Rollins-Burdick-Hunter Company.

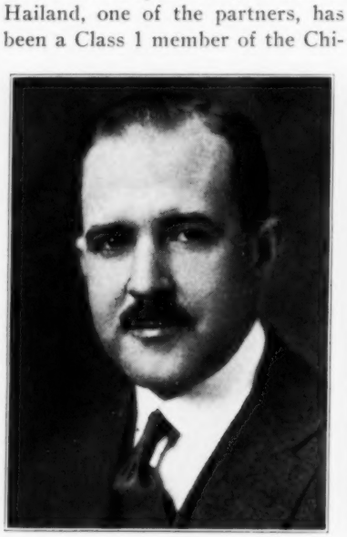
IT was about 1905 or 1906 when the Empire State Surety opened a Chicago office under the management of Axel Anderson. He was succeeded by James W. Redmond, who also came out from Brooklyn, as Mr. Anderson had done. "Jimmie" Redmond made a warm place for himself in the hearts of Chicago surety men. He afterwards returned to the east, suffered a breakdown and died several years ago. I recall one year while he was in Chicago when his office looked more like a contractor's office than that of a surety company. He was supervising completion of the contracts for erection of the agricultural building at Iowa Agricultural College, the Denver auditorium and the Denver public library, thrown back upon the surety companies by the collapse of the business of the contractor. The casualty department of the Empire State Surety struggled along in Chicago with several changes in managers. George E. Cutler was in charge for a little while but did not get along with the home office. Later George H. Morris was in charge for some time. Finally the company reinsured its business and went to liquidation.

THE big plate glass office in Chicago 25 years ago was that of the New Jersey Plate Glass, with A. G. Kuhns as general agent. Charles F. Pogge was the general

Blair & Hailand's Business Shows Increase Each Year

BLAIR & HAILAND, INC., is one of the offices that has forged ahead rapidly in recent years. They have not made their headquarters in the Insurance Exchange but have preferred to establish themselves in attractive and commodious offices in the McKinlock building situated at 209 West Jackson boulevard. This is one of the several first class office buildings surrounding the Insurance Exchange.

Although this firm was organized as recently as 1925, Arthur G. Hailand, one of the partners, has been a Class 1 member of the Chicago Board for the past nine years. Both members of this firm are young men, vigorous and active, and have surrounded themselves with a first class organization, equipped to operate in a most efficient manner. They have worked hard to establish their business, which is increasing notably each year.



CHAUNCEY B. BLAIR



ARTHUR G. HAILAND

CHAUNCEY B. BLAIR after graduating from Yale in 1909 spent a number of years in important capacities with Chicago manufacturing and financial institutions. He was cashier of the Chicago Morris Plan Bank when that institution was established in 1917. After returning from military service during the war, he was for a number of years president of the Manufacturers & Dealers' Finance Corporation. Mr. Blair comes from a pioneer Chicago family, which has long been prominently identified with Chicago's business and social life.

ARTHUR G. HAILAND began his insurance career about 15 years ago and has had a very valuable and diversified experience. The first five years in the business, he was employed by the Queen and Millers National in various capacities. Mr. Hailand then decided to enter the brokerage end of the business and for the next few years was associated with large insurance brokerage houses, such as Johnson & Higgins and R. A. Corroon & Co. in their Chicago offices, and with Murphy & O'Brien of Detroit. Mr. Hailand entered the local agency business for himself in 1921 and has since been active in this end of the insurance business.

THIS office represents a splendid list of companies, including the following: Connecticut Fire, Henry Clay Fire, Franklin National, General of America, Mechanics, Merchants of Rhode Island, Manhattan Underwriters, Preferred Risk Fire and National Guaranty Fire.

For casualty business this office represents the National Casualty, Norwich Union Indemnity, Commonwealth Casualty and Union Automobile. It also has a life insurance general agents contract with the Continental Assurance.

agent of the Metropolitan Plate Glass. He resigned later and became Mr. Kuhns' partner in the firm of Kuhns & Pogge, general agents of the New Jersey Plate Glass. THE NATIONAL UNDERWRITER got President Winslow of the Metropolitan Plate Glass quite peeved by predicting that Mr. Pogge would take his business with him to the New Jersey. He did take most of his Chicago business but not that of the downstate agents.

THE Metropolitan Casualty opened a branch office with Henry S. Slipner and E. B. Finnegan as managers and by dint of hard work they very soon built up a larger business for the company than Mr. Pogge had had on its books.

E. J. Collins was manager of the plate glass and burglary departments of W. A. Alexander & Co., general agents of the Fidelity & Casualty, and he and Mesrs. Kuhns and Pogge were strong factors in keeping the business in order in Chicago during a period when new companies were continually entering the field.

ONE of the new companies which created some trouble was the Pennsylvania Casualty. When Wickes & Arnold of the Fidelity & Deposit dissolved partnership and P. F. Wickes withdrew, he secured the general agency of the Pennsylvania Casualty and employed a very energetic manager for the plate glass department, who soon put on a considerable volume of business. It evidently was not satisfactory to the home office and a representative went out to Chicago and ordered cancellation of a lot of it. He notified other companies of the risks cancelled and advised their keeping off. Most of them sent the list of cancellations to their Chicago offices and the best of the risks were soon rewritten. That gave the Pennsylvania Casualty a bad setback among Chicago brokers. Not very long afterwards it reinsured its entire business in the Massachusetts Bonding and retired.

THERE was one hot burglary insurance war in Chicago back around 1909 or 1910. The Fidelity & Casualty was the first of the stock companies to write burglary business and A. F. Shaw & Co., its Cook County general agents for burglary lines, had a good business. When the American Bonding opened its branch office, it appointed as associate manager in charge of the burglary department A. U. Quint, formerly of Des Moines, probably the oldest bank burglary underwriter in the United States, as he had been operating a mutual before the F. & C. entered this line. My recollection is that Mr. Quint raised the commissions to brokers. At any rate his activities began to be felt by A. F. Shaw & Co. and they raised the brokerage rate to a point previously unheard of in the city. The war lasted only a short time and then brokerage commissions were restored to a normal figure.

IT was in the surety business that many of the interesting changes took place in Chicago in the period of which I am speaking. The American Surety was in a class by itself. It had a branch office, which was a large one at that time, had a fine business and secured top rates. Daniel T. Hunt, former postmaster of Chicago, was the manager and he virtually recognized no other company as being worthy of consideration. Mr. Hunt had as "trouble man" in his office R. R. Gilkey, a lawyer who had grown up in the office. It was Mr. Gilkey's duty to act as the "devil's advocate" and point out the reason why any questionable risk should not be written.

MR. HUNT died and Mr. Gilkey became acting manager and then manager. His long training in finding why risks should not be written was not of a character to help him as a production man. After a year or two as manager at Chicago Mr. Gilkey was called to New York to become secretary of the Surety Association of America, just then organized. He was splendidly fitted for that position and has done a great work for the surety companies in general.

THE American Surety secured M. L. Jenks as successor to Mr. Gilkey in Chicago. He had been manager of the company's Minneapolis office but had resigned and become partner in an agency at Duluth. He promptly took a prominent place in the surety business in Chicago and the volume done by the American Surety grew rapidly. He remained in Chicago until 1919 when the company called him to the home office as vice-president, a position he still holds.

JOYCE & AYRES had a large business for the National Surety. Early in 1904 William B. Joyce went to New York to the annual meeting and told the directors what he thought of the way in which the company was being conducted and the directors elected him president to conduct it differently—which he did. About that time the old firm was dissolved, Henry L. Ayres becoming the general agent of the recently organized Metropolitan Surety of New York. Mr. Crain, who had been with the office for some time became the manager for Joyce & Co., which succeeded Joyce & Ayres. Mr. Crain was a quiet, hard working man who was highly regarded. He died a few years later and for a time the National Surety office was conducted by the department heads, among whom was Homer H. McKee, in charge of the fidelity department. After a time Mr. Joyce found in New York just the man he wanted to take charge of the Chicago office in the person of E. A. St. John, sales manager for a large corporation.

WHEN Mr. St. John went to Chicago he knew little or nothing about the surety business, but he did know how to sell, and the business of the National Surety grew by leaps and bounds. That was not all to be credited to him, however, as Mr. Joyce made frequent trips to Chicago and closed up some big deals. Mr. St. John was learning the business fast. He was full of energy, had a splendid personality and was so square that he actually deceived competitors at times by doing exactly what he said he was going to do. The surety business in general was being put in good order and the rates were adequate. The Chicago agency of the National Surety forged ahead of the St. Paul agency, which had had the largest volume of any surety agency in the country. The belief was general in Chicago that Mr. St. John would not remain there permanently, that the "Old Man" was simply training him to become his successor as president of the company. In

Recognized as Expert in Automobile Adjusting Work

ONE of the adjusting firms in Chicago that has made marked and steady progress is that of Wilson S. Levens. Mr. Levens' business has enlarged to such an extent that he some time ago took new quarters at A-1315 Insurance Exchange, where he has 30 percent more space than he used previously.

Mr. Levens is one of the recognized experts in automobile adjusting work. He was for some time an instructor in the Pittsburgh school of automobile engineering, and he has thus had a most thorough grounding in automobile mechanics.

MR. LEVENS came to Chicago from Pittsburgh nine years ago. He joined the adjusting firm of Wagner & Glidden, remaining in that connection for about a year, following which he was for three years with the Indemnity Company of America as manager of its Chicago claim department. He then opened his own office in Chicago, handling automobile losses only, and after a time established branch offices in Milwaukee, Wis., and Peoria, Ill., both of which have been continued and are today doing a thriving business. Mr. Levens has a staff of nine adjusters. He has commenced in Chicago the handling of general losses in addition to automobile work, and his volume is increasing at a gratifying rate each year.



WILSON S. LEVENS

1919, or thereabouts, Mr. St. John was called to New York as vice-president of the National Surety and later was elected president when Mr. Joyce became chairman of the company.

CHARLES H. BURRAS was attorney in the Chicago office of the National Surety and had developed marked ability as a producer. The name of Mr. Burras had become somewhat known in Chicago insurance circles several years before his connection with the National Surety when the firm of Burras & Goodbody was formed and became general agent of the Pacific Coast Casualty. That connection did not last long, however. Under the administration of Mr. Burras the Chicago office of the National Surety has continued to progress. Mr. Burras has been prominent in organization affairs. Among the numerous offices held by him is that of president of the National Association of Casualty & Surety Agents.

WHEN Conkling, Price & Webb regained the general agency of the United States Fidelity & Guaranty in 1908 or 1909, President John R. Bland went to Chicago and opened a branch office. He selected as manager Frank A. Hancock, a broker in the Fidelity & Casualty office, and as associate manager George E. Brennan, who was not known in the surety or insurance business, but was becoming a power in Democratic politics as a lieutenant of Roger C. Sullivan. At the end of his year's contract Mr. Hancock retired and Mr. Brennan became manager, a position he held until his death this year.

Thomas W. Thompson, who afterwards became manager of the Hardford Accident & Indemnity, was one of the first underwriters in the Chicago branch. Later Henry M. Marshall was sent out from Baltimore and had charge of the surety underwriting until he resigned to become vice-president of the Union Indemnity at New Orleans.

GEORGE K. THOMAS, manager of the Bankers Surety was one of the best contract bond underwriters in Chicago. He secured most of his business from contractors he had known when he was assistant secretary of one of the contractors' association. He underwrote on the man himself, not on his financial statement. He wrote bonds that scarcely any other office would write and turned down applications that most underwriters were glad to accept. He told me once that he never had had a loss under a contract bond, but that the nearest he came to it was on a bond he wrote on a splendid financial statement and contrary to his own "hunch." The contractor defaulted, but he was able to get the contract completed without loss to the company.

IN 1904, as I recall the date, George G. Brown, of Cincinnati, who had secured the general agency of the new United Surety of Baltimore, came to Chicago and opened an office. Mr. Brown shortly was called to the home office to take an official position and John McGillen & Co. became general agents of the company in Chicago. Mr. McGillen had been a contractor and was a Democratic politician of some prominence and his partner, Oswald W. Huncke, had at that time some knowledge of the surety business and had Republican connections.

MR. M'GILLEN was patient, charitable in his judgments and knew human nature. I recall that one spring after the young man at the home office of the company had been bombarding him with letters all winter telling him just how things ought to be done he wrote: "Spring is at hand. The contracting season is opening and we are getting busy. This correspondence school will now close"—and it did.

When the United Surety failed Mr. McGillen experienced no difficulty in getting an agency of the Fidelity & Deposit under Conkling, Price & Webb, which, I think, he held until his death a few years ago. Mr. Huncke, who was a good business man and gained a thorough knowledge of suretyship, became general agent of the Southern Surety and built up an important office. One of the "boys" in the McGillen office was William H. Hansmann, who has since become one of the prominent surety men of Chicago.

SHORTLY after the Massachusetts Bonding was organized President Falvey went to Chicago and appointed Moore, Case, Lyman & Hubbard as its general agents. As I recall it, O. F. Roberts, who afterward was secretary of the Chicago Bonding, was the first surety manager, but a little later they got Philip B. Shillito from Kansas City. A few years afterward the company opened a branch office with Mr. Shillito as manager and it handled both bonding business and casualty after Morrison & Blew resigned the general agency for casualty lines. Mr. Shillito continued as manager up to the time of his death. He served the National Association of Casualty & Surety Agents as secretary for several years.

FRED M. BLOUNT was one of the Chicago surety men whom I liked and respected. He was vice-president of John R. Walsh's bank when it failed and after that was an officer of the Illinois Surety. He then became resident vice-president of the Massachusetts Bonding. He had not had regular training as a surety underwriter, but in his banking experience he had had the same occasion to size up men as an underwriter has. He knew a great many men in Chicago and was able to learn what he wanted to know about others and he judged them shrewdly. I had vast respect for his opinions as they came from one who spoke from experience and knowledge.

WHEN the Globe Indemnity opened up in Chicago it secured as general agents for surety lines McKee & McKechney. Homer H. McKee had had years of underwriting experience with the National Surety at Cleveland and at Chicago, and John McKechney, who had been brought up in the contracting business by his father, had been with the National Surety as a contract solicitor. The partnership lasted only a year or two. Mr. McKechney returned to Joyce & Co. as a vice-president. He is one of the best contract bond men in Chicago. Mr. McKee became manager of the surety department of the Globe Indemnity in its Chicago office and continued in that position until the Detroit Fidelity & Surety was organized. He has been president of that company for several years and is making a success of it.

ONE of the first surety men to whom I was introduced when I went to Chicago in 1904 was Walter Faraday, then a producer of judicial bonds in the National Surety office. He has a very thorough knowledge of the business, but made some unfortunate connections with companies which did not last and that retarded his progress. He is now, I believe, manager of the surety department of the New Jersey Fidelity & Plate Glass in Chicago.

PETER J. LORANGER was an office boy for Joyce & Co. I remember a day when Mr. St. John called him in to find a rate for him in the surety manual as he himself did not know where to look for it. My recollection is that he left Joyce & Co. to go with the Equitable Surety of St. Louis when it opened an office in Chicago under the management of Frank Hancock. Later he was with Childs, Young & Wood in their surety department and still later was manager of the Union Indemnity at Chicago.

FIRST CHICAGO FIRE ENGINE



This old timer is on exhibition at the Chicago Historical Society. It is "Fire King No. 1," the first fire engine used in Chicago. It was put into service in 1835. It is in a fine state of preservation and one of the Chicago Historical Society's principal exhibits.

Bullwinkle Led First Patrol

IN the early days of fire fighting in Chicago one of the most picturesque figures was Ben B. Bullwinkle, first chief of the Fire Insurance Patrol of Chicago. Astride a spirited horse, Chief Bullwinkle, a dashing figure in splendid uniform with a distinguishing flamboyant black mustache, galloped to the fire, preceding a noisy cavalcade of horse-drawn equipment. Arriving at the scene at full gallop he checked his horse to a sudden stop, leaped swiftly from the saddle and proceeded to direct the work of his patrol.

CHIEF BULLWINKLE was drafted from the fire department when in 1871, just one week before the great Chicago fire, the fire insurance patrol was organized for the purpose of reducing the serious losses by water and smoke whenever a fire occurred. After the fire of 1871 Patrol No. 1 was moved into new quarters on Monroe between La Salle and Wells streets. The furnishings of these quarters were provided by contributions from insurance companies doing a fire business in Chicago together with donations from private persons and enterprises. Among those private concerns and individuals that contributed to the maintenance of the patrol may be mentioned Field, Leiter & Co., Spaulding & Merrick, Keith Bros., Best, Russell & Co., Wilson Bros., Charles Gossage & Co., Reid Murdoch & Co., Chapin & Gore, Goodyear Rubber Co., D. B. Fisk Co., Rand McNally & Co., and John V. Farwell & Co.



FRANK C. McAULIFFE

THUS it continued on a basis of voluntary support until 1874 when the Illinois assembly passed an act to enable boards of underwriters, incorporated by or under the laws of Illinois to establish and maintain a fire insurance patrol. This legislation provided that a board of underwriters should have the power to provide "suitable rooms for the accommodation of a fire patrol, and also to provide a patrol of men and competent person to act as superintendent, to discover and prevent fires, with suitable apparatus to save and preserve property or life at and after a fire; and the better to enable them so to act with promptness and efficiency, full power is given such superintendent and such patrol to enter any building on fire subject to the control of the fire marshal of the city, and at once proceed to protect and endeavor to save the property therein, and to remove such property or any part thereof, from the ruins after a fire."

THE act further provided for an annual meeting of the board of underwriters at which meeting each insurance company, corporation, association, underwriter or agent, shall be represented by one vote. It was the function of this body to fix the fire patrol budget and in order to meet the expenses all the insurance companies doing fire business in Chicago were required to submit a statement of premium income semiannually, from which an assessment was made for the maintenance of the patrol.

After the retirement of Chief Bullwinkle in 1883, E. T. Shepherd, who had been a member of the fire patrol, was made the next superintendent. Under the 40 years of his administration, the facilities of the patrol were greatly extended and its efficiency increased.

THEN in 1923 Frank C. McAuliffe, then a battalion chief in the Chicago fire department, with which he had been connected for 17 years, was brought in to succeed Chief Shepherd, who announced his retirement. Chief McAuliffe, who is the present head, is in charge of the direction of 150 men divided into nine companies. He is assisted by Frank P. Doherty, a veteran of 30 years, and Edward Reilley, who is second assistant chief and drillmaster. Harry L. Slott is captain of Patrols Nos. 1 and 2, located at 100 South Desplaines street; Richard Dalluge is captain of Patrol No. 3 at 3527 South Wabash avenue; William Foy, No. 4 at 43rd street and Racine avenue; Nos. 5 and 7 Joseph Eggstein at 1044 Orleans street; John K. Steinke, No. 6 at 332 South Hoyne avenue; Thomas Gallagher, No. 8 at 3921 East Ravenswood avenue, and Stephen Gaul, No. 9 at 6240 South Peoria street.



Here are some members of the Fire Insurance Patrol of Chicago in action. They are covering up damageable goods to protect them from water and smoke.

Watches Over Interests of Ocean Accident Many Years

UNTIL the year 1899 the Ocean Accident & Guarantee wrote only credit insurance in the United States. In that year the company entered the country to write all the lines casualty companies were then writing. At the same time the Chicago office of the company was opened with Joseph E. Callender, the present resident manager, in charge.

Until the time he was appointed Chicago manager for the Ocean Mr. Callender's insurance experience had been confined to buying and selling insurance companies. He was in the investment banking business in Peoria, Ill., but his operations extended to Chicago.

ONE of the most important of his insurance deals before he entered the business with the Ocean was the purchase of the Rockford (Ill.) Fire, which later was reinsured in the American of Newark. The purchase of the company gave the insurance news men of Chicago something to write about for weeks and over the question of reinsuring the company they speculated in print for more weeks. While the deal was being culminated and Mr. Callender had his office in Chicago, he was asked by some of the old Rockford Fire field men what was to become of their jobs. He realized their position and their rights and made it a condition of the contract with the American that the entire field force should be taken over. At the time the American was

represented in the west only by William Edward Mariner, who later was prominently identified with the Western Adjustment in Chicago.

WHEN Mr. Callender joined the Ocean he opened offices in the Woman's Temple building at LaSalle and Monroe streets, on the site now occupied by the new State Bank of Chicago building. When the New York Life building was erected Mr. Callender moved into it, and later into the National Life, U. S. A., building when it was completed. Mr. Callender was a member of the association of tenants that con-



JOSEPH E. CALLENDER

ceived the idea of the Insurance Exchange building and he moved his offices to the 11th floor of that building when it was completed.

MR. CALLENDER published a directory and telephone book of the Insurance Exchange. After about six months the work of revising it to keep it to date became so burdensome that he discontinued it and it was taken over by THE NATIONAL UNDERWRITER.

The original Chicago staff of the Ocean was three people. The present staff numbers 115. The first year's premium volume of the Chicago office was $45,334. The 1927 premium volume was upward of $1,500,000.

As new casualty lines were developed, the Ocean began writing them. In order that the company might enter the surety field in the United States it organized the Columbia Casualty, which began solicitation in July, 1920. Charles H. Neely, United States manager and attorney for the Ocean, is president of the Columbia and was in charge of its organization.

UNTIL 1913 Mr. Callender's office was a general agency for the Ocean. In that year the office was converted into a branch. The office represents the Columbia Casualty on the same basis. The office territory for the Ocean is Illinois and Wisconsin, and for the Columbia these two states and Indiana.

The Ocean and the Columbia and their large relative, the Commercial Union Fire fleet—all these companies having common ownership—are among the world insurance leaders in aggregate assets.

Since Mr. Callender entered the business in Chicago the Ocean has had three changes of United States managers. The manager in 1899 was Oscar Ising. He was succeeded by William J. Gardner, who in turn was succeeded by Charles H. Neely.

Mr. Callender has thus seen many changes in the insurance business nationally and locally in Chicago since 1899. The only large foreign carrier that was not writing in the United States in 1899 is the Zurich. But since that year a host of fire, life and casualty and surety companies have been organized, and managerial changes have been too numerous for one man's memory to contain them. In Chicago company alliances have been made and terminated continually, and personnel changes have been rapid and numerous also.

The Ocean's organization in the Chicago territory has been further strengthened recently by the addition of Ogden Davidson as assistant resident manager. Mr. Davidson comes to Chicago from the Buffalo office.

Started Selling at 20, Heads Agency Dating Back to 1860

JOHN J. GORDON, manager of the Chicago office of the Home Life of New York, is successor to an agency chieftainship that dates back at least to 1860. Forty years ago the head of the agency was Jonathan Jackson, who served the company in Chicago until 1911. In that year George R. McLeran was appointed general agent of the company in Chicago, and 10 years ago he took his son, Donald O. McLeran, into the business with him. Mr. Gordon was appointed manager in October, 1927.

MR. GORDON entered the life insurance business at the early age of 20, in the service of the Mutual Life of New York as an agent in St. Paul, Minn. That was in 1916. Mr. Gordon was the youngest full time insurance agent licensed by the Minnesota department when he entered the business. He carried a rate book for the Mutual of New York until the United States entered the World War. In May, 1917, he enlisted in the United States army as an infantry private. His capacity for leadership manifested itself at once, for he embarked for France in the fall wearing a sergeant's chevrons.

In France Mr. Gordon attended a French school of infantry instruction and soon was made a second lieutenant. In the Argonne fighting he won a lieutenancy, and later was given a provisional captaincy in the Reserve Corps.

IN August, 1919, Mr. Gordon returned to the United States. Immediately he went back into insurance selling, again with the Mutual Life of New York and again in St. Paul. In 1920 he left the company and joined the Massachusetts Mutual Life in Minneapolis as an agent. He progressed so well that in 1923 he left Minneapolis for Chicago to take the position of manager of the life department in the W. A. Alexander & Co. general agency, which represented and still represents the Penn Mutual Life.

This position Mr. Gordon held until 1927. Shortly after the opening of that year he went to New York City as production manager for the now famous Hart & Eubank general agency of the Aetna Life. In October, 1927, he returned to Chicago in the service of the Home Life of New York.

MR. GORDON is an enthusiast for his work, has the capacity to attract men and mould them into an organization and also is an outstanding personal producer. He has a good following among brokers in Chicago and is obtaining business in good volume from all sources. He started "from scratch" in the Chicago field for the Home, but this year will pay for about $3,500,000.

Sometimes amusement, and perhaps sometimes embarrassment, comes to Mr. Gordon through his bearing a close resemblance to the genial James Walker, mayor of New York City. Mr. Gordon says the resemblance has resulted in his receiving "everything from offers of marriage to pleas to address W. C. T. U. meetings." Since he has the one and cares not for the other—and most that falls between—he invariably rejects these offers and



JOHN J. GORDON

starts to work on the next insurance case.

When Western Factory Started Real Growth

The Western Factory Insurance Association was started by Theodore M. Luce, father of Fred B. Luce, now western manager of the Providence Washington. It commenced with about a dozen companies to write sprinklered business. After two years, when the organization seemed to be getting nowhere, William E. Higbee, who had succeeded Charles W. Higbee as state agent of the New York Underwriters in Minnesota, was called on to Chicago to take charge of the association. Albert Blauvelt, who had been an engineer connected with some other enterprise, was made the technical man and J. R. Gathercoal, now chief clerk, was engaged as office boy. Mr. Higbee typewrote all his letters. These three men started to build up the Western Factory and they did a good job.

Growth of Western Adjustment

FORTY-THREE years ago 13 men prominent in fire insurance circles, most of them now dead, met in Chicago and organized the Western Adjustment & Inspection Company. The men were George F. Bissell, A. Williams, Eugene Cary, A. J. Harding, J. F. Jackson, Fred S. James, H. C. Eddy, E. W. Lyman, J. M. Rogers, R. J. Smith, I. F. Blackwelder, Charles H. Ford and W. H. Cunningham. When the conference ended the Western Adjustment was a fact.

Then began the hard work. And that it was hard is indicated by the fact that after 15 years of operation, in 1900, the Western Adjustment had but 30 company members. However, from the first the company has been operated strictly on the basis of good practice. When the organization had attained its 15th birthday its staff still comprised but nine persons. Today the staff is well upward of 400 persons.

AS its business developed with the addition of company members the organization entered on a term of territorial expansion. Men thoroughly grounded in adjustment work and well acquainted with general business—especially insurance business—conditions in various sections of the company's territory were chosen as branch managers. Headquarters of the organization always have been in Chicago, and the branches make all reports to headquarters, which is the point of contact with the companies. The Chicago office also handles Cook county adjustments, in itself a large and an important work.

THE Western Adjustment began its upward swing with the acquisition of William Edward Mariner for the position of general manager. Mr. Mariner had had years of field experience in the middle west. He was born in Missouri in 1867. He began his insurance career in Olathe, Kan., as a local agent. In 1887, at the early age of 20, he was appointed Missouri and Kansas special agent for an Iowa fire company, and in 1889 was made home office adjuster for the Standard Fire at Kansas City. In 1891 he was appointed western special agent of the American of Newark. His territory was Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Missouri, Kansas, Iowa, Nebraska and Indian Territory. He remained in charge of this work until 1899, when he accepted the position of special agent of the Firemen's of Newark. He joined the Western Adjustment in 1900. He died in 1926.

MR. MARINER gave his best to the company, promoting, advising, planning and always giving full cooperation to those with whom he came in contact in Western Adjustment ranks and in the ranks of the companies.

R. A. Sellery, who had been senior assistant general manager for some years, was made general manager after Mr. Mariner's death. R. R. Lippincott, who had been in the head office in Chicago for a short time as assistant general manager, continued in that capacity and Joseph K. Nelson, who had been branch manager at St. Louis, was appointed an assistant general manager.

PRESENT officers, directors and head office staff officials are: President, J. C. Harding, western manager Springfield Fire & Marine; vice-president, C. E. Dox, western manager London & Lancashire; secretary-treasurer, R. A. Sellery. Directors are: H. W. Letton, United States manager of the Netherlands and vice-president and general manager of the Great Lakes; C. E. Dox, western manager London & Lancashire; John M. Thomas, vice-president Fire Association; John F. Stafford, western manager of the Sun; J. C. Harding, western manager of the Springfield Fire & Marine; W. A. Chapman, western manager of the Fireman's Fund; C. R. Tuttle, western manager of the North America; Fred A. Rye, vice-president of the Public Fire; A. G. Dugan, general agent of the Hartford Fire; Elwin W. Law, western manager of the Royal; Charles R. Street, vice-president of the Great American; C. A. Ludlum, vice-president of the Home of New York; G. H. Bell, western manager of the National of Hartford, and C. W. Higley, president of the Hanover.

GENERAL Manager Sellery was born in Kincardine, Ont., and after serving some years as a country school teacher entered the service of the Western Adjustment in the Milwaukee branch in 1901. The Milwaukee branch manager was W. J. Greer, who now is general manager of the General Adjustment Bureau. Mr. Sellery was advanced to the position of accountant in the head office in Chicago in 1902, and thereafter occupied the posts of solicitor, examiner and junior adjuster. In 1906 he was assigned to the St. Louis office under A. A. Crandall, manager, and in 1910 was given the job of organizing a branch in Indianapolis. From 1910 to 1921 he remained as manager of the Indianapolis branch, and in the latter year returned to the head office as assistant general manager.

Mr. Lippincott, who is a native of Illinois, entered the adjusting business with Thrasher Hall in 1907. He entered the Western Adjustment's service in 1908 and was assigned to the Cincinnati branch. He established the Columbus, O., branch in July, 1917, and continued as its manager until the fall of 1925, when he was made a member of the head office official staff.

Assistant General Manager Nelson is a native of Kentucky. While he was in the retail merchandising business in northern Wisconsin he acted as appraiser of merchandise stocks for the Western Adjustment. In 1916 he disposed of his business and joined the Western as staff adjuster in the St. Paul branch. In 1922 he was made manager of the Des Moines, Ia., branch, where he continued until January, 1925, when he became manager of the St. Louis branch. In 1926 he was brought to the head office and made an assistant general manager. The other members of the Chicago staff are C. W. Carroll, general adjuster; H. M. Greenberg, general adjuster, and Gale Tilman, automobile superintendent.

DURING the years when these changes were being made the business of the Western was increasing and the territory was expanding. Today the organization has upward of 130 company members and maintains 51 branch offices. In 1903 it adjusted 2,900 losses; in 1913, 14,258; in 1923, 46,008. Since then the number of losses adjusted has increased steadily, as the following figures show. The 1924 total was 60,109. Figures for the subsequent years are: 1925, 64,119; 1926, 66,999; 1927, 82,665. So far this year the total is well ahead of the total for the same period of last year.

THE company's branches are in Carbondale, Chicago, Decatur, Peoria, Quincy, Rockford and Springfield, Ill.; Evansville, Fort Wayne, Gary, Indianapolis, South Bend and Terre Haute, Ind.; Davenport, Des Moines and Sioux City, Ia.; Topeka and Wichita, Kan.; Detroit, Flint, Grand Rapids, Ishpeming, Petoskey and Saginaw, Mich.; Duluth, Minneapolis and St. Paul, Minn.; Cape Girardeau, Joplin, Kansas City, Springfield, St. Joseph and St. Louis, Mo.;



R. A. SELLERY



R. R. LIPPINCOTT

Omaha, Neb.; Fargo, N. D.; Akron, Cincinnati, Cleveland, Columbus, Dayton, Portsmouth, Toledo, and Youngstown, O.; Aberdeen and Sioux Falls, S. D.; Madison, Milwaukee and Wausau, Wis.; Louisville and Paducah, Ky.

IN commenting on the growth of the company, General Manager Sellery says that the biggest development in adjusting so far as the Western Adjustment is concerned and during the years he has been in the organization is the practice of associating general adjusters and assistant general managers with branch managers in handling important losses. General adjusters are scattered throughout the Western's territory to work with branch managers. The actual supervision of adjustments under one man or group of men is one of the most important recent developments in the adjustment business, Mr. Sellery says.

THE biggest system asset of the Western Adjustment is the system of having branch offices report through the head office instead of directly to the companies. The organization always has operated on this basis. The system makes for close supervision of all field work.

The real basis of the Western Adjustment's organization is, of course, men. The company adheres strictly to the policy of making promotions from the ranks. Every man who is promoted is thoroughly grounded in the company's operations through having been a part of the field staff.

Company Formed, Headed by Men Trained in Field Work

ONE night in January, 1907, 15 men met in a room in the Belmont hotel in New York City to complete the organization of the North American Life Insurance Company. The company then was unknown outside of that hotel room. The 15 men had put in $200,000 for the first issue of capital stock. It had no agents except the 15 men who established it. The center of that company was John H. McNamara, who hailed from Des Moines. Mr. McNamara was an agent of the New York Life, who had a roving commission permitting him to go here and there in writing prominent people. All the organizers were New York Life men, representing the company in various sections.

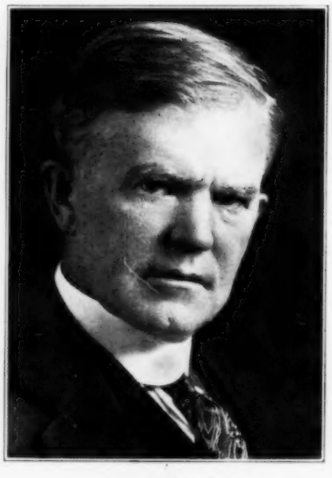
MR. McNAMARA and his associates had felt that it would be an advantage to have a life insurance company organized and officered by insurance men who knew the practical end of the business. Heretofore financial experts and business men had composed the board of directors of life companies. The North American Life has consistently followed that policy ever since. It has on its board Thomas E. Rooney, general counsel, but every other officer and director is a member of the field or office staff. Mr. McNamara had served the New York Life for 25 years previous to organizing the North American Life and he had, therefore, an intimate knowledge of field conditions and the needs of the producer.

THERE are only two out of the group of 15 that are left with the company. Besides Mr. McMcNamara, who is now chairman of the board, Albert Schurr of Newark, N. J., the second vice-president and manager of the eastern department, is still an active force. William P. Kent, who for many years was secretary and later treasurer, died some months ago. F. W. Marzluff, the present secretary, started with the home office in Newark, N. J., as a boy and, therefore, has been with the institution almost from the beginning. William O. Morris, who had been with the Metropolitan Life and is a cousin of Actuary Craig of that company, went with the North American Life in its first year, got up its rate book and is now actuary and assistant secretary.

THE North American Life had as its original medical director Dr. G. C. Hall, who had been associate medical director of the New York Life and had been trained under Chief Medical Director Oscar H. Rogers of that company. He, therefore, introduced a substandard department in the North American Life, following closely the New York Life system. The North American Life has been conservative in the conduct of this department. Another early man now with the company, R. G. Messenger, the cashier, went with the North American Life when it was two months old.

THE North American Life has two distinctive features that have often been commented on. In the first place, it has taken no brokerage from agents of other companies. It relies on its own men for production. In the next place it does not take any reinsurance from other companies. It has faith in its own medical system and agents, believing in the principle of building within rather than from without. It started as a non-participating company and has always been consistent in remaining on that basis.

THE headquarters were moved from Newark to Chicago in May, 1912. The management felt it desirable to be in the center of the great west, where its intensive work was to be done. At the end of 20 years President McNamara retired from office to become chairman of the board, handing the mantle down to E. S. Ashbrook, who was vice-president and head of the agency department. Mr. Ashbrook went with the company as an agent, working in northwest Kansas when H. O. Kramer, now Ohio state manager, was supervising that section of the country. Mr. Ashbrook then was working out of Topeka. He was sent to Kansas City, Mo., to open the office there and later was made supervisor of the southwest department, consisting of Missouri, Kansas and Oklahoma. He was called to the head office in 1919 to take charge of the agency department. Paul McNamara, son of the chairman of the board, is vice-president and superintendent of agents. Mr. Schurr is second vice-president and H. O. Kramer of Columbus third vice-president. John H. McNamara at the 20th anniversary banquet stated that life insurance agents, those who earned their money soliciting insurance, paid into the capital and surplus of the North American Life in the purchase of its stock over $800,000.



J. H. McNAMARA
Chairman of the Board



E. S. ASHBROOK
President North American Life

Bliven Had Fine Record

The last manager of the western department of the American of Philadelphia was Maj. Charles Edward Bliven, who had a splendid war record, serving in the military telegraph department and later being appointed captain on the staff of General Meigs in the army of the Potomac. He was mustered out with the rank of major. He was the organizer and secretary of the first Ohio State Board of Underwriters and was one of the organizers of the Fire Underwriters Association of the Northwest, serving as its first secretary from 1871 to 1876. He became its president in 1877. He was western general agent of the old Howard of New York and in 1885 became manager of the western department of the American of Philadelphia, having to give up his office May 1, 1895 on account of ill health. The department was then taken over. Waite Bliven, who became vice-president of the State of Pennsylvania and later western manager of the Firemen's, was a son of Major Bliven, as is E. W. Bliven, well known Michigan field man.

Insurance Library of Chicago

By PYRRHA B. SHEFFIELD, Librarian

THE Insurance Library of Chicago is a free, public, specialized library catering to the needs of a particular clientele and especially equipped to assist its patrons in the study of questions pertaining to any branch of the insurance business. The present library is an amalgamation of two libraries, the first of which was founded by the Fire Underwriters Association of the Northwest in 1882 as a fire insurance library. The second was organized by the Fire Insurance Club of Chicago in 1902.

FROM 1882, when the first step was taken by the Fire Underwriters Association of the Northwest, until 1902, this library was the only one in Chicago devoted entirely to the insurance business. Considerable expense was involved in maintaining suitable quarters for these two libraries and in providing for their efficient operation. In June, 1912, the Chicago Board of Underwriters gave to them space, rent free, in the then new Insurance Exchange building. All books and pamphlets were to be catalogued as a joint library but the identity of the two libraries was to be preserved under their own names. On April 1, 1927, these two libraries passed under the control of the Chicago Board of Underwriters and are now known as the Insurance Library of Chicago.

THE resources of this library total approximately 6,500 books and pamphlets and 125 magazines which are received currently. We have in course of compilation a data file which contains house organs of the various companies, newspaper clippings, magazine clippings, pamphlets which are duplicates of ones classified and on the shelves, and various reprints. This file is arranged alphabetically by subject and, as it grows, will be worked out to six or eight subdivisions under a given general subject. A separate file of reports of the committee on fire prevention of the National Board of Fire Underwriters giving the fire-fighting facilities of various cities is available.

A CARD catalogue of our material is in process of being made. This will contain not only author, title and subject cards for all books and pamphlets but also author, title and subject analytical cards for all books which contain many different articles by different writers, such as "Live Articles on Suretyship," "Live Articles on Special Hazards," "Proceedings of the Association of Life Insurance Presidents," "Proceedings of the Casualty Actuarial Society," and many others. With an accurate analytical catalogue, we will be able to trace various addresses without loss of time to our patrons.

STATISTICS show that the library has been visited during the past year by about 6,000 persons, for whom reference work of some kind has been done. Circulation of books and pamphlets for home study use amounts to about 3,700. Research work has been done to the extent of answering in the vicinity of 15,000 questions, one-third of these requests coming in over the telephone and demanding immediate attention.

About a year ago, the first step in publicity was taken by this library by issuing in mimeographed form a two-page annotated book bulletin entitled: "Recent books available at the library." These bulletins appear on the first of each month and are mailed to all library borrowers and to any person who may be interested in insurance and requests them.

The Chicago Board of Underwriters has undertaken, through an appeal to the casualty and life insurance companies, to increase the activities and broaden the scope of the library so that it can serve in a most complete manner the casualty and life insurance clientele in addition to the service which is being rendered to the fire insurance business. The opportunity to contribute to the maintenance of a library, which, with their assistance, will have on its shelves all the worth-while material which is being published on the subjects of casualty and life insurance, met with much encouragement.

AS an educational adjunct to the diversified activities of the board, the work of the library is very important. The resources both from the standpoint of reference and of circulation for home study work are used by the students attending the lecture course, the first session of which was held by the board on Oct. 25. On the days upon which the lectures are given, the library will be open until 9 p. m. in order to give to the students the maximum amount of help. These educational facilities of the library will be gladly extended to the students attending the casualty and life insurance lectures at such times as these lectures are given.

WITHIN a month, the library will have larger quarters—the floor space being increased to approximately 7,500 square feet. Steel shelving will equip the stack room and the space which is now being used for the stacks will be fitted up as a lounge so that our patrons may read and study in comfortable and congenial surroundings. These quarters will also be used as club rooms by the junior members of the Insurance Club as an adjunct to the educational work. A consultation room in which committee meetings may be held will also be available. Requests for the use of this room must be made in advance.

WITH the cooperation of the casualty and life insurance interests, this library can be made the foremost insurance library in the country. We maintain an institutional membership in the Special Libraries Association and in the American Library Association. Through the regular publications released by these organizations we are at all times advised of the progress being made in the various insurance and other special libraries in the different parts of the country.

Haigh Has Specialized in Fire Loss Repair Service

ALBERT E. HAIGH is at the head of Albert E. Haigh & Co., general contractors and builders, operating throughout the Chicago area as specialists in building fire loss repair, appraisal work and estimating service.

Mr. Haigh, a lifelong resident of Chicago, at the end of his school days, became associated with his father and brother in the prominent firm of builders, Joseph Haigh & Sons Company. During the succeeding ten years he rose through the ranks to a position of trust and responsibility, assisting in the erection of some of Chicago's notable buildings. During these years he came into contact with the insurance world, was active in appraisal and fire loss work, and was identified with many prominent losses as either appraiser or umpire.

HE later became a partner in the firm of William E. Ramcke & Co., in his chosen specialty—fire loss repair. He was notably successful during this period, but withdrew to form his own organization. The succeeding two years have witnessed a measurable growth and development in organization, business volume and financial stability.

Mr. Haigh enjoys the merited confidence and respect of insurance



ALBERT E. HAIGH

men and his reputation for competency and unquestioned integrity give him an assured position in this special field of fire loss repair.

His services are in demand by the company adjusting agencies, independent company adjusters and adjusters for the people.

Underwriters Salvage Work Great Success from Start

THE Underwriters Salvage Company of Chicago, which has become a very sizable institution, was started in 1906. At that time the Western Wrecking Company, of which Samuel Gans was the head, handled the salvage work for the insurance companies. The insurance men felt that the time had come when they should have an organization of their own to do this work. Therefore, the Underwriters Salvage Company was organized with William S. Warren, Liverpool & London & Globe, president; E. G. Halle, Germania, vice-president; S. A. Rothermel, Traders, secretary; P. D. McGregor, Queen, treasurer. W. W. Thomas was the first manager. J. H. Lenehan, Phenix of Brooklyn; A. J. Harding, Springfield; H. C. Eddy, Commercial Union; George E. Kline, Continental; J. W. G. Cofran, Hartford Fire; W. J. Littlejohn, North British & Mercantile; Fred S. James, National of Hartford; Charles H. Barry, Pennsylvania; W. M. Patton, Northwestern National; George T. Cram, American Central; George M. Lovejoy, Phoenix of Hartford, were directors. No one of these men is in business. All are dead except Mr. Lenehan, who resides in Montana and is no longer engaged in insurance, and Mr. McGregor, who has been incapacitated for a number of years.

THE Underwriters Salvage Company had its quarters at 771 West Jackson boulevard until recently when it moved to its own house at 215-229 South Laflin street. John J. Purcell was the second manager and W. P. Forbush, the present manager. H. L. Colbrunn is assistant manager. The Salvage Company has been a success from the start. Charles W. Higley is now president; John C. Harding of the Springfield Fire & Marine, vice-president; W. R. Townley, secretary and treasurer. The directors consist of W. A. Chapman, Fireman's Fund; H. A. Clark, Firemen's; Charles E. Dox, London & Lancashire; A. G. Dugan, Hartford Fire; Thomas E. Gallagher, former manager of the Aetna; John C. Harding, Springfield; C. W. Higley, Hanover; Elwin W. Law, Royal; George C. Long, Jr., Phoenix of Hartford; Fred B. Luce, Providence Washington; A. F. Powrie, Fire Association; W. P. Robertson, North America; Fred H. Sabin, North British & Mercantile; John F. Stafford, Sun; W. D. Williams, Security of New Haven.



THOMAS A. PETTIGREW

Underwriters Adjusting Co. Shows Phenomenal Growth

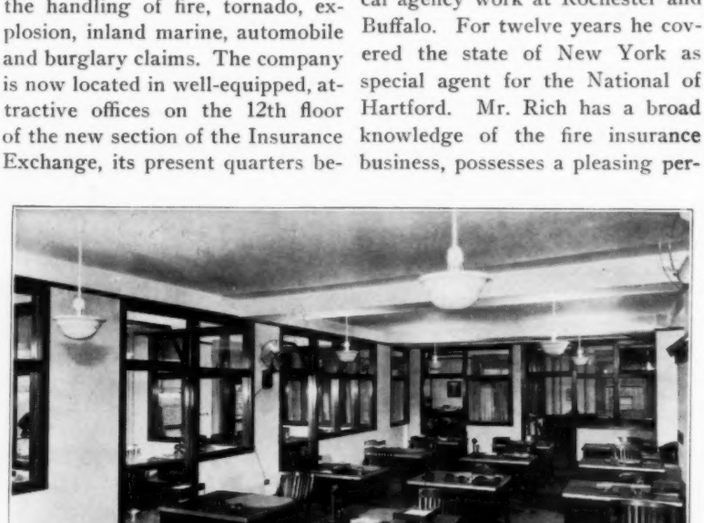
THE insurance fraternity in the midwest field has watched with more than passing interest the phenomenal growth of the Underwriters Adjusting Company since its organization in 1919. No other adjusting company has made such progress in the same length of time. The organization has expanded and now covers the midwest field with 36 branch offices and 215 employes. The branch offices are at strategic points to serve properly its widening clientele in the handling of fire, tornado, explosion, inland marine, automobile and burglary claims. The company is now located in well-equipped, attractive offices on the 12th floor of the new section of the Insurance Exchange, its present quarters being ample to handle properly its growing business.

GENERAL Manager Clarence A. Rich is in a large measure responsible for the success of the organization. He came from Buffalo in 1922, where he had operated for several years as an independent adjuster and his experience in insurance business well qualifies him for the important position which he holds, having been in local agency work at Rochester and Buffalo. For twelve years he covered the state of New York as special agent for the National of Hartford. Mr. Rich has a broad knowledge of the fire insurance business, possesses a pleasing personality coupled with aggressiveness and executive ability.

ASSISTANT Manager Thomas A. Pettigrew is well known to the insurance men of the midwest. He has been associated with the organization since its incorporation, being the first adjuster employed. He was formerly an independent adjuster at Streator, Ill., and prior to that time was manager of a merchandising business, later a general contractor and builder. He also conducted a retail building supply business. In 1922 he was promoted to the position of general adjuster and in 1923 was selected to fill the position of assistant manager which he now holds, adjusting and supervising many of the more important losses. He is held in high esteem by company executives.



CLARENCE A. RICH



This photograph shows the offices of the Underwriters Adjusting Company in the new section of the Insurance Exchange. General Manager Rich's office is in the far corner.

THE personnel of managers and adjusters is of the highest. The management has displayed excellent judgment in the selection of its adjusting talent. A spirit of cooperation and confidence is evidenced throughout the entire organization.

"It ain't the individual nor the army as a whole,
But the everlasting teamwork of every bloomin' soul."

It is this spirit that has brought success.

Carl Huncke was manager of the Chicago city department of the Germania Fire. In 1876 he was associated with the Traders of Chicago.

First Meeting Held in Chicago

THE Association of Life Agency Officers has held its meetings every year in Chicago and, therefore, in a way is identified with the city. It started in Detroit during the time of the World Salesmanship Congress there. Isaac Miller Hamilton of Chicago was temporary chairman and served as its first secretary. Mr. Hamilton was the second chairman of the Association of Life Agency Officers. James A. McVoy, president of the Central States Life of St. Louis, Mo., at the recent annual meeting of the Association of Life Agency Officers, acting as its president, gave the following historical sketch:

"THE idea of the Association of Life Agency Officers developed many years ago in the minds of some of the aggressive and thoughtful heads of the agency departments of various companies. They felt that inasmuch as the life insurance business had organizations such as the Life Presidents Association and the American Life Convention, where company executives met each year to discuss matters pertaining to the business of life insurance in general and collateral subjects and observing the beneficial success attending the two parent organizations it seemed that a real need existed for an association of agency officers, where there could be set up an open forum for the discussion of purely agency problems.

"AT a World's Salesmanship Congress in Detroit in July, 1916, a considerable number of life insurance officials were invited to a luncheon given by the Detroit Life Underwriters' Association. The next day all officials of life companies were asked to meet for luncheon. The afternoon was spent discussing the possibilities of an organization of officials of life insurance companies of the United States and Canada. A committee of President George B. Stadden of the Franklin Life, Vice-President W. E. Taylor of the Equitable of New York, and Vice-President Winslow Russell of the Phoenix Mutual was appointed to see if a meeting could be brought about. Notices were sent out and 69 companies responded; they were favorable to a plan of forming an organization. The organization meeting was called Oct. 16, 1916, and President Isaac Miller Hamilton of the Federal Life of Chicago was made chairman.

"BYLAWS were adopted and the object of this association stated as follows:

"'The object of this association shall be the consideration and interchange of opinion upon matters pertaining to the betterment of the selling department of life insurance, through the improvement in the quality of men who enter the business, through the elimination of those who bring discredit to it, and through a study of methods of selection and training of life insurance salesmen.'

"The first officers and executive committee of the association were as follows:

"Winslow Russell, chairman, Phoenix Mutual Life; Isaac Miller Hamilton, secretary-treasurer, Federal Life; H. E. Aldrich, Equitable Life of Iowa; G. S. Hastings, New England Mutual Life; G. H. Hunt, Imperial Life of Canada; G. B. Stadden, Franklin Life; W. E. Taylor, Equitable Life of New York, and J. B. Reynolds, Kansas City Life.

"The first meeting was given over to a discussion of 'How to Improve the Selection of Salesmen in Our Business.' There were 81 companies who became members at once.

"LET it be said to the credit of these agency executives that they went about the Association of Life Agency Officers in a broad manner. Membership was thrown open to agency officials of companies both large and small and drawn from every section of the United States and Canada. The number of member companies at the end of five years was 121 and today there are 191. These 191 companies represented have 95 percent of the total ordinary insurance in force including group and industrial business in the United States and Canada.

"THIS association was a success from its inception. From year to year there has assembled in Chicago most of the best talent in the agency departments of the member companies, so that these Chicago meetings have set a high mark in the open, candid and valuable discussions that have taken place, voluntarily giving to member companies information that in numerous cases have required years of research and decades of practice to establish. Going along with this has been offered the opportunity of getting acquainted with each other, which after all is the most important thing in life and I have no doubt that these meetings mark the beginning of many warm and lasting friendships, bringing with them incidental benefits to the business of the greatest moment.

"IT is a trite saying that the agency department is one of the most important, if not the most necessary, of all the functions of life companies. I sometimes think that it takes a much higher order of ability to go out and get business than it does to take care of the business after it is secured. The keeping of books, the tabulating of reserves, and even the investment of funds follow uniform lines within well defined rules and practice.

"It is vital to every life company that a certain volume of new business be secured. This means a productive agency organization. It is likewise vital that this business be secured in the right way—through the right kind of agents—so that the business will renew and be respected and the life insurance profession be maintained on the high level to which it has

R. D. Harvey Elected First Illinois Field Club Head

THE Illinois Field Club grew out of a desire of special agents not attached to Western Union companies to stand together and work in closer harmony. Thus in 1897 there were six field men and managers who entered into a general agreement as to commissions. They were R. D. Harvey of the New Hampshire, S. E. Cate, Delaware and Reliance, C. G. Meeker of the Concordia, M. L. C. Funkhouser of the Montgomery & Funkhouser general agency, William Feiler, manager of the Western Underwriters Agency, and J. G. S. Best of the Agricultural. These men stood shoulder to shoulder and labored in the field in a cooperative way. Others desired to join the agreement so in 1900 it was thought best then to form a regular organization. Mr. Harvey was the first president and William Feiler was the secretary. The general headquarters were in Chicago. Mr. Harvey served as president for two years. In many respects he was the guiding genius of the organization.

Mr. Harvey later became United States manager of the Royal Exchange and retired a few years ago.

OTHERS who have been presidents of the Illinois Field Club are as follows:

S. K. Hatfield, 1902-1903.
Jesse A. Daggett, 1903-1904.
Waite Bliven, 1904-1905.
R. P. Ockenga, 1905-1906.
George W. Stuck, 1906-1907.
M. L. C. Funkhouser, 1907-1908.
J. G. S. Best, 1908-1919.
E. S. Merrill, 1909-1910.
M. A. Scholbe, 1910-1911.
Wallace Mink, 1911-1912.
E. T. Tanner, 1912-1913.
John F. Norse, 1913-1914.
C. C. Nicholson, 1914-1915.
Dan T. Smith, 1915-1916.
George A. Brown, 1916-1917.
Fred D. Hess, 1917-1918.
A. R. Marks, 1918-1919.
T. M. Hogan, 1919-1920.
H. M. Greenberg, 1920-1921.
R. E. Schramm, 1921-1922.
H. J. Lambin, 1922-1923.
J. D. La Teer, 1923.
W. B. Rearden, 1923-1924.
J. H. Kinnaird, 1924-1925.
R. W. Tapper, 1925-1926.
J. B. Tetlow, 1926-1927.
J. T. Harding, 1927-1928.
J. E. Knapp, 1928.

been elevated through years of arduous work.

"So great are our totals, and so vast are our assets, that one hesitates to quote figures, for the average man can only comprehend relative sums. It is to the great credit of our business that billions of life policies are being written and administered honestly for the benefit of the policyholder and his funds held in sacred trust.

"There is a great mission ahead for this organization if we can hold to the vision that has guided our predecessors in the past. More and more are we impressed with the value of research work and more and more can we see the importance of bringing our agency problems to this meeting for open discussion and mutual benefit."

Olson Figures Prominently in Growth of Mutual Trust

THE Mutual Trust Life of Chicago is on a full legal reserve basis, "because," explains President Edwin A. Olson, "we have been committed to the policy 'Build right.' There were two practical reasons which determined us to establish the Mutual Trust Life on a full legal reserve basis. In the first place, we anticipated and our anticipations have been realized that we could compete with eastern and New England companies in their home territories on a successful scale. Then there was the conviction that we could attract high grade producers.

"In keeping with the 'build right' policy," he continued, "we have anchored our producers. During an agent's first year of association with the Mutual Trust Life we encourage him to make an adequate showing. The next year we expect an improvement with subsequent annual increases until the agent has developed a productive enterprise. We do not conduct sporadic sales drives in an effort to push the production barometer up to fever heat, but we are satisfied with a normal, gradual, substantial annual increase."

MR. OLSON credits the Mutual Trust Life's record largely to the fact that its officers have been associated with the company since its founding in 1905. This, too, is "building right," Mr. Olson points out.

The success of the Mutual Trust Life is due to the fact that its officers have been with the company from 20 to 24 years. President Olson is proud of the staff and is convinced that he has a real organization. But the staff is proud of its chief and is convinced that it has a real president. All have a great regard and affection for Mr. Olson's executive ability and for himself as a man.

The story of the growth of the Mutual Trust Life is a chapter in the romance of modern industry.

DECEMBER 5, 1904, the Mutual Trust's charter was drawn (drawn by Mr. Olson, then an attorney with shingle out). April 14, 1905, it was authorized to do business in Illinois. May 20, 1905, its first policies were issued, 17 in all. March 1, 1909, it reached $10,000,000 in insurance in force. July 1, 1912, its assets totalled $1,000,000 for the first time.

December 1, 1915, its admitted assets totalled $2,000,000. Sept. 1, 1916, its basis of reserve was changed to "full level premium." Sept. 1, 1916, it first issued "preferred risk ordinary life" policies in units of not less than $5,000. Sept. 1, 1916, it issued its first juvenile endowment policy. Nov. 1, 1916, it reached the $25,000,000 mark in insurance in force. December 1, 1917, its admitted assets topped $3,000,000 mark. Nov. 1, 1919, its insurance in force exceeded $50,000,000. March 1, 1920, its assets reached $5,000,000. Oct. 15, 1922, it reached $75,000,000 mark in insurance in force. Dec. 31, 1925, its assets exceeded $15,000,000. Dec. 31, 1926, its insurance in force exceeded $125,000,000. Dec. 1, 1927, it had $20,000,000 assets and $136,000,000 insurance in force.

MUTUAL TRUST LIFE is now quartered in the Chicago Temple building, having expanded in point of facilities from a one-room office in LaSalle street. And as Mr. Olson has emphasized, the men who direct the company in its commodious quarters are the same men who directed it in its one room infancy.

Mr. Olson's association with the company began the day he was selected to draw its charter. He was immediately drafted into the organization and made vice-president and general counsel and placed in charge of the agency and legal departments. In this capacity he demonstrated an outstanding executive ability and was elected president in 1922.

A YEAR later Mr. Olson was appointed United States district attorney for the northern Illinois district, and from 1923 until 1927 he kept the sidewalks hot between the federal building and the offices of the Mutual Trust, at once administering the affairs of the government and of the insurance business.

Carl A. Peterson, the vice-president in charge of the agency organization, had 16 years' experience in the field as the Mutual Trust agent and general agent in Fort Dodge, Ia., when in 1924 he was brought into Chicago as a director of agencies. In 1925 he was made vice-president. Mr. Peterson was born in Red Oak, Ia., and graduated from the Iowa State College at Ames in the engineering department. Except for a short period with the Western Electric Company in Chicago, he has been with the Mutual Trust since the time he left college.

Secretary A. B. Slattengren is another of the Mutual Trust's wheel horses, having started with the company in 1908. In addition to these men there are N. A. Nelson, treasurer; O. D. Olson, general counsel; I. L. Grimes, assistant secretary and actuary, and Dr. A. A. Willander, medical director, who have been with the company for many years.



EDWIN A. OLSON



CARL A. PETERSON

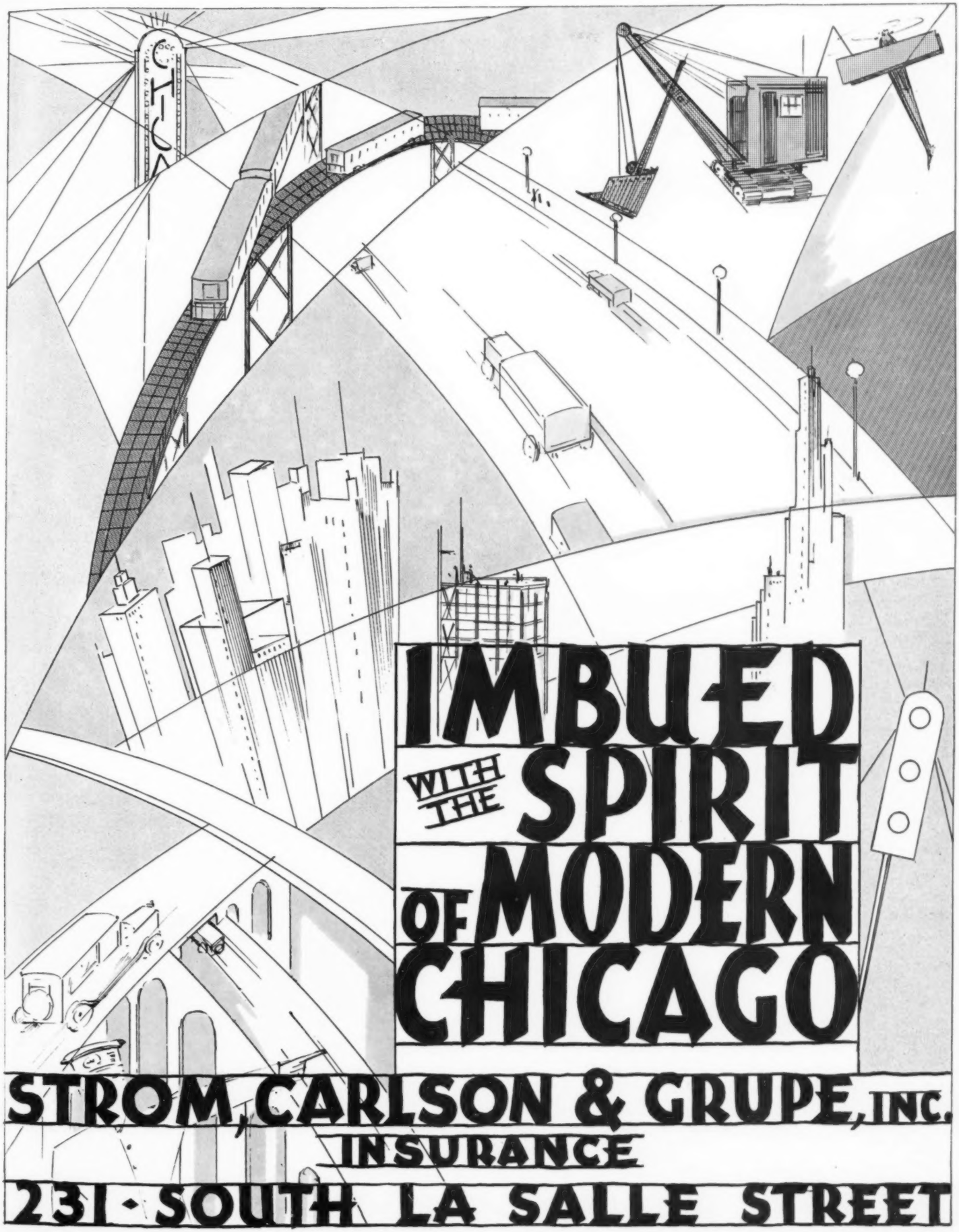
H.W. Menold Proves Himself As General Agency Builder

OF the 22 full-time agents in Chicago general agency of the Franklin Life headed by Harry W. Menold, six produce in excess of $300,000 annually, and of the six, three produce in excess of $500,000 annually. This is an unusual feature of an agency that is still in the developmental stage of its existence.

Mr. Menold, whose vocation and avocation are selling, entered the life insurance business in 1919. When he decided to work in the life field he chose a large company, the New York Life. For this company Mr. Menold carried a rate book in Omaha from 1919 to 1925.

IN 1925 he was sent to Chicago to take the post of agency organizer for the New York Life in the Stock Exchange branch. In this connection he proved himself as an agency builder. He worked for and with the men in the agency, teaching the new ones the technique of life insurance selling and stimulatnig the older ones to continuous production effort.

In August, 1927, Mr. Menold left the New York Life to take a general agency for the National Life, U. S. A. The National Life connection he continued until May, 1928, when he took the gen-


IMBUED
WITH THE SPIRIT
OF MODERN
CHICAGO
STROM, CARLSON & GRUPE, INC.
INSURANCE
231 · SOUTH LA SALLE STREET

eral agency of the Franklin Life, the agency formerly headed by C. E. Randall, who now is superintendent of agencies for the company.

MR. MENOLD'S first task was to build a full-time producing staff. In this task he has already in large measure succeeded. Not only has he contracted with a large group of new men but already this year four of the new men have qualified in written business for the company's $100,000 club.

Last year the agency paid for $1,700,000 of business. It is Mr. Menold's determination that it shall pay for $3,000,000 this year. Besides obtaining good amounts of business through the agency staff



HARRY W. MENOLD

the office obtains considerable brokerage business.

MR. MENOLD makes it a rule of his business to work with new men on a few cases from their inception to their closing. He appreciates that a man new to the selling field or a salesman new to the life field will learn more about selling life insurance by seeing it done than by hearing it talked about or by reading about it. Also he appreciates that too much assistance in the field will shake the confidence of many men. Therefore, he strives to keep to the mean line of giving a man all the assistance he needs but of putting him on his own feet as early as possible.

Walter E. Witherbee, well known Chicago local agent and former president of the Chicago Board, was formerly special agent of the Orient in Illinois and Indiana.

Osborn & Lange Originally Wrote Only Marine Covers

AN old, if not the oldest, marine writing office in Chicago is Osborn & Lange, Inc., which was established in 1898. The agency was founded by the late F. H. Osborn, one of the three brothers originally identified with the firm. Its original name was F. H. Osborn & Co. F. H. Osborn, for seven years previous to establishing the agency, was connected with C. A. MacDonald & Co. of Chicago, then one of the largest marine agencies on the Great Lakes.

T. L. Osborn joined the firm in 1900 and C. R. Osborn in 1902. In 1916 F. H. and C. R. Osborn moved to New York City and became partners in the firm of F. Herrmann & Co., United States managers for a large group of English and German insurance companies.

ANDREW G. LANGE then became a partner of T. L. Osborn in the continuation of the Chicago firm. The name was changed to Osborn & Co.

F. H. and C. R. Osborn rejoined the firm in 1922, taking charge of the New York office. Early in 1924 the business was incorporated under the name Osborn & Lange, Inc. In 1924 F. H. Osborn died. The business has since been continued by the three surviving partners. The corporation now has offices in Chicago, New York, Winnipeg and Montreal. The New York office was established in 1917, the Montreal office in 1927, and the Winnipeg office was opened quite recently. In addition to these branch offices, the corporation has close working arrangements with correspondents in Cleveland, Detroit, Toronto and other cities upon the Great Lakes.

THE firm originally confined its operations almost entirely to hull and cargo insurances on the Great Lakes, dealing with these classes as brokers as well as in an agency capacity, and today the corporation is handling many of the largest accounts on the lakes and is known as one of the most important factors in the lake field. In 1910 the marine general agency of Orr & Wall was taken over, since which time it has been writing ocean and inland marine, transportation and all-risks lines of all kinds so that it has now become one of the largest and most completely equipped marine offices in the middle west.

WHILE Osborn & Lange, Inc., is best known as a marine house, rapid strides have been made in the fire, automobile, casualty and miscellaneous lines during the last few years, necessitating a steadily increasing staff in these branches as well as in the marine.

The original office of the firm was at 12 Sherman street, which was directly beneath its office in the older section of the Insurance Exchange, which it has occupied ever since the latter building was erected but which, due to its ever increasing business, it is now compelled to relinquish. The firm will hereafter be located in its much larger quarters on the Van Buren street side of the new section, occupying practically the full width of the building.

Purnell, a Veteran at Only 54, Started Out as Office Boy

A VETERAN at only 54 is J. E. Purnell, president of the Purnell Co., 1717 Insurance Exchange. Mr. Purnell started in the insurance business on July 5, 1892, as office boy for C. H. Case & Co., managers of the Royal in Cook County. He was employed there from 1892 to 1901, when he left to help organize the Cook county department of the Imperial of London, managed by T. G. Otis, Jr. He was with Mr. Otis and afterward with the firm of Lyman, Otis & Co., which later became Lyman, Ritchie & Co., until 1912. He was secretary of Lyman, Ritchie & Co.

IN the latter year he formed a partnership with L. H. Dudley and D. F. Conover under the name of Purnell, Conover & Dudley. This firm was changed to the Purnell-Dudley Co. in 1915, D. F. Conover retiring. The firm of Purnell-Dudley Co. continued in business until March 1, 1926, when Mr. Dudley retired from the firm and the name of the agency, which had been incorporated, was changed to The Purnell Co.

THE agency represents the Knickerbocker of New York, Newark of New Jersey, Merchants of Rhode Island and Standard Federal of Davenport. The firm started on the 18th floor of the Insurance Exchange, being organized the year the building was opened. It has been in its present location since 1916.

Mr. Purnell has served a number of times on the executive

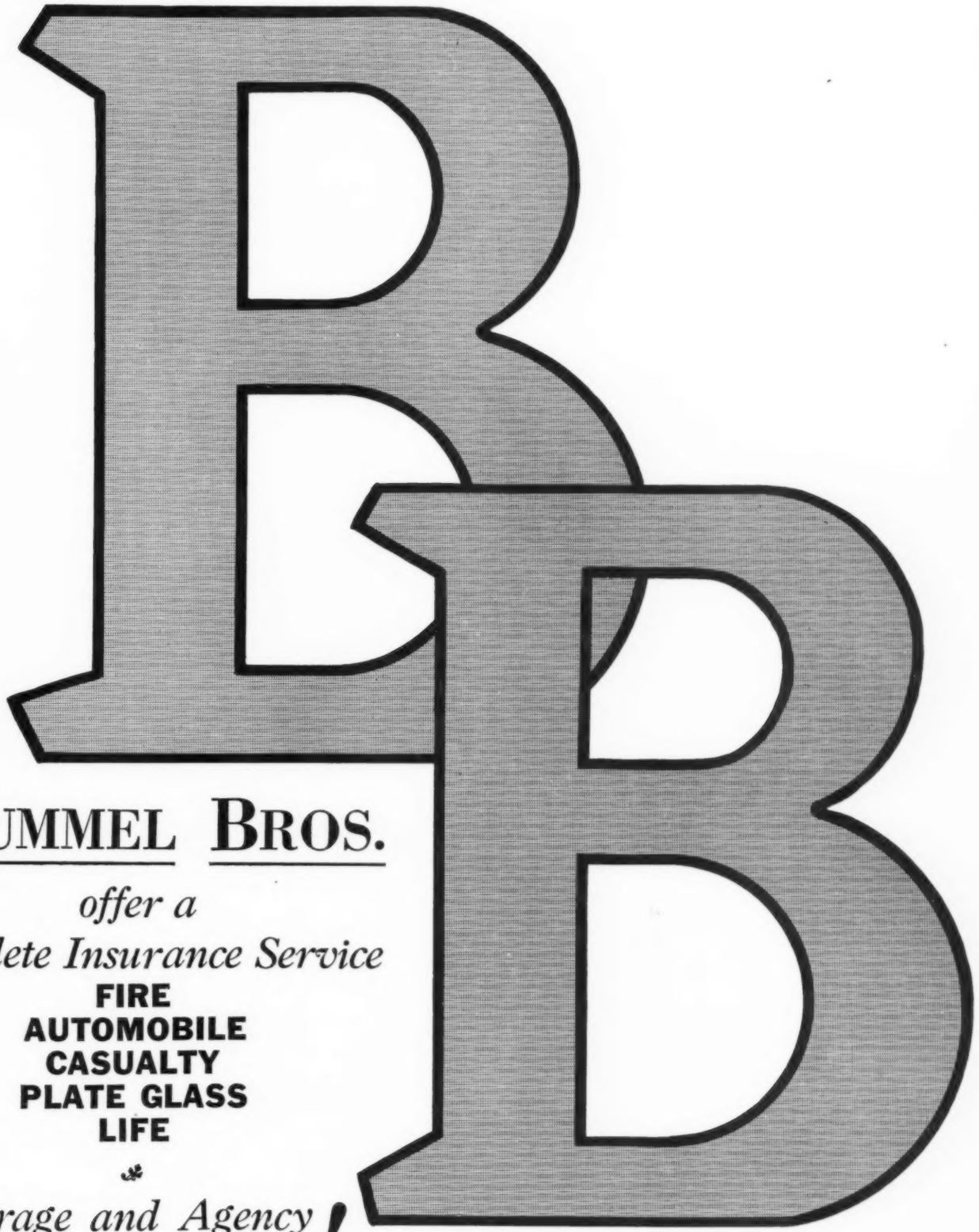


J. E. PURNELL

committee of the Chicago Board and is now a member of the clearing house committee. He was formerly very active in the politics of the board. He is a member of the Union League Club and Glen Acres Country Club and lives in Evanston, Ill. He is a Mason, belonging to William McKinley Lodge 876 and Loyal Chapter 233. He was born in Kansas.

THE other officers of the firm are his two sons, E. C. Purnell, secretary, and J. H. Purnell, treasurer. E. C. Purnell, who is 23, graduated from Peddie University, Highstown, N. J., and also attended Dartmouth University. J. H. Purnell, treasurer, went through the public schools of Chicago and already has a long insurance experience to his credit.

The Phenix of Brooklyn paid the first 1871 fire loss.



BRUMMEL BROS.

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FIRE
AUTOMOBILE
CASUALTY
PLATE GLASS
LIFE

Brokerage and Agency Connections Available!

1501 INSURANCE EXCHANGE—CHICAGO

Complete Insurance Service

Insurance Journals Changing

(Continued from page 22)

is still flourishing and occupies a unique position in the life insurance branch.

WITH the publication of the first issue of THE NATIONAL UNDERWRITER (then the "Ohio Underwriter") in Cincinnati on Feb. 4, 1897, began a new era in insurance publishing. The "Ohio Underwriter" marked the line of division between the old and the new in a number of ways. The change was inevitable and was only what has come to business journalism in all the other important lines of industry besides insurance. As business has expanded on a vast scale in the United States a new field of service has opened up for the business publications.

IT is not too much to say that the election of Herbert Hoover to the Presidency marks the acceptance of the principle of business engineering which is the conception fundamentally of the idea back of the modern business publishing house.

A BUSINESS publishing concern of today is an organization of specialties and experts who serve their industry as a whole, not from the standpoint of any one individual member of it. Business journalism in all fields has been gradually working toward this conception. In a thoroughly American way, through individual effort and private initiative, a great movement is under way in all lines of business bringing to each individual concerned the knowledge and experience of all others in the same line; thus in many ways making possible the continued existence of the smaller units in competition with the larger ones and helping to maintain the American tradition of a free field of endeavor to those who are capable of entering the lists.

THE "Ohio Underwriter" itself did not embody these ideas during its earlier years, but it gave a start to them. It was one of the first, if not the first, insurance publication to come out for a purely business basis in the conduct of an insurance journal. Under the old order, it was customary to regard insurance journals as needing to be supported or subsidized; if advertising was given, it was done to "help the paper" on the theory that insurance papers were "good for the business," but that the advertising in them was of no value. And, in fact, it was of very little value, because the papers did not consider circulation as of any great importance. The idea long prevailed in the business that too many subscribers were an unnecessary expense and that circulation had nothing to do with getting advertising. The uniform rate of $100 per page for a single issue prevailed among virtually all the papers, without regard to what circulation they might have. An advertisement invariably carried along with it various reading notices and laudatory articles. Just what value these were, if the paper had but little circulation, was not looked into too closely. The result was that the papers were small, their advertising income unimportant, and they were looked upon by the live, efficient men of the business as barnacles, though having their uses at times.

PERHAPS the older class of insurance journals should not be criticized too harshly. They were a part of their times, and were engaged in the struggle of all insurance to get some kind of a footing with the public. Insurance did not have the standing with the public, and all business, not insurance alone, was on a different footing from what it now is.

The "Ohio Underwriter," in its small way, differed from most other papers in that it adopted the principle that it would not publish write-ups in exchange for advertising, and that it wanted advertising on the basis of circulation and advertising value as such only. It also differed in another particular; it became a publication for field men and local agents, rather than for home offices, to which it did not particularly cater. Later on it expanded the idea of a specialized service to the business in all branches, and not merely in the field of periodicals.

THE natural result of this early policy is seen in the fact that THE NATIONAL UNDERWRITER periodicals are today members of the Audit Bureau of Circulations and the Associated Business Papers, Inc., organizations which maintain certain standards for the publication of trade papers, and embrace in their membership most of the large business publishing houses, which build their business in the various industries on much the same lines as those on which THE NATIONAL UNDERWRITER publications have been developed. President-elect Hoover, while Secretary of Commerce, repeatedly indorsed this conception of the business paper and recently said:

"While we give proper place to the inventor and the courageous industrial leader in all this progress, one element is too often overlooked—the enormous contribution which the business and technical press has made to the development and diffusion of ideas. Without it no such era of progress would have been possible."

IN reality, the father of modern insurance journalism was Young E. Allison, now the senior editor of the "Insurance Field" of Louisville. Mr. Allison brought trained daily newspaper methods and ideas into insurance journalism and a number of the best editors and publishers in the business received their ideas and inspiration from him. It was a combination of the Allison idea with that of the daily paper insurance column which became crystallized in the "Ohio Underwriter," later THE NATIONAL UNDERWRITER. Sumner Ballard, of New York, the first daily paper insurance editor, was the first to grasp the idea of a daily insurance news service. His father had been

MONROE STREET IN THE '80S



View looking west on Monroe street from Clark street, taken from an old engraving made in the '80s

the editor of the "Spectator" and he saw the advantages of serving the news while it is news. His successor on the New York "Journal of Commerce" is William S. Crawford, whose first service was on THE NATIONAL UNDERWRITER. In Chicago, Champion I. Hitchcock, who had graduated from the ranks of the old journalism, where he had served on the "Investigator," established the first insurance column in the west on the "Inter-Ocean" and later went over to the "Times-Herald," being succeeded on the "Inter-Ocean" by Charles M. Cartwright, the present editor-in-chief of THE NATIONAL UNDERWRITER. Later, as is well known, Mr. Hitchcock became president



ALVIN G. BURNS

and general manager of the "Insurance Field."

MR. CARTWRIGHT, while insurance editor of the "Inter-Ocean," contributed Chicago comment on news and events to the "Ohio Underwriter," and later became editor and a partner in the enterprise. When Mr. Hitchcock went with the "Insurance Field" he reorganized largely on THE NATIONAL UNDERWRITER lines and other leading papers have been more or less influenced by this development.

Today insurance publishing is emerging into a broad, modern service, an indispensable one to insurance because it performs at less cost than can be done otherwise certain functions which are important to the welfare of the business. Through the movement begun back in the '90s insurance publishing has become an integral part of the insurance business, and has had much to do with the growth of the various insurance organizations. Most of the strong associations were started and fostered with the help of the insurance publishers.

A NEW line of cleavage is now seen between regular association efforts and those of the publishers and the two are working in harmony along lines which are similar to those that prevail in other fields of industry. In other words, the trade publisher has found his place, the trade association has done likewise, and the two are working together for the good of the industry as a whole. In establishing the lines of division between the publishers and trade associations much must be credited to publishing as well as insurance organizations, among the former being the Associated Business Papers, Inc.

It is because THE NATIONAL UNDERWRITER organization early grasped the fundamental principles of the business that it has grown far beyond what it could possibly have become under the old conception of insurance publishing. Its annual business now equals that of a good sized insurance company and its future possibilities are much greater than those which have already been achieved.

THE "Ohio Underwriter" became a distinct factor in western underwriting when, less than two years after having been started, it changed to a weekly, removed its publication office to Chicago, secured Mr. Cartwright as managing editor and purchased the old established insurance journal, "Black & White," published by Col. J. H. Kellogg. "Black & White" was a paper typical of the old school. Colonel Kellogg, a retired colonel in the regular army, had been connected with the Illinois insurance department and on leaving that connection had established "Black & White." His personal acquaintance with officers of companies enabled him to secure a certain amount of advertising. He took no trouble to secure circulation and at the time the paper was absorbed the circulation list was less than 250.



GEORGE B. VAN BUREN

IN the same way, the "Insurance Field" later absorbed the "Investigator." The "Argus" became consolidated with the "Southern Underwriter" of Atlanta, Ga. "Charlie" Hewitt in some ways forecast the future of insurance journalism in his paper, the "Insurance Post," but his enterprise lacked organization and he was the exponent of "personal" rather than

Adjusting Office's Modern Methods Attract Attention

THE commanding position already attained in the adjusting field by the firm of G. B. Van Buren & Co. justifies the production of its success made by the insurance fraternity upon the formation of this organization.

George B. Van Buren has an international reputation as an adjuster, due to his many years experience in handling claims for Underwriters at Lloyds, London. His law practice in New York City having been interrupted by the war, he obtained his first claim experience in France where he represented his division in the settlement of claims made by the French inhabitants for property damage caused by American soldiers.

UPON his return to New York City in 1919 he entered the adjustment field, quickly gaining recognition through his settlement of large tobacco losses sustained in the hurricane of that year in Key West, Fla. In 1921 he was sent to Chicago as head of an organization in charge of Lloyds' claims throughout the entire middle west. He is considered a leading authority on "all risk" adjustments, since the American form of such policies follow closely that of the London underwriters.

ON the formation of a company under his own name, Mr. Van Buren took into partnership Alvin G. Burns, who had been associated with him in claim work for Lloyds, and had achieved considerable success in this line. Mr. Burns received his education in engineering at the University of Pittsburgh, and served as an aviator during the war. He was identified with the oil industry in Tulsa, Okla., for several years, until Mr. Van Buren discovered him there and decided he possessed the characteristics of a good adjuster. Mr. Van Buren's judgment has been vindicated, as Mr. Burns has made an enviable record in adjustment work, and is highly regarded in insurance circles as a go-getter.

THE success of this organization is easily seen as a result of ceaseless effort to furnish the kind of adjustment service insurers are seeking.

The firm's service, says Mr. Van Buren, includes "hour service," meaning contact with the assured within an hour of the time the loss is reported. This practice has resulted in recoveries being effected, amounting to many thousands of dollars, which would have been impossible had there been any delay in reaching the scene of the loss.

ARRANGEMENTS have been effected, through special facilities open to this firm, whereby prompt claim service is furnished in any part of the United States. In addition they have already established representatives in London and Paris. The fact that 16 more insurance companies have been added to their list of clients during the past year testifies to the esteem in which this firm is held, and the confidence reposed in them.

WHILE the firm has specialized mainly in "all risk" adjustments, they have recently added an automobile department, and are doing an increased business in workmen's compensation claims, excess liability and losses under bankers blanket bonds.

a "business" type of journalism. The "Insurance Post" is the only one of the old Chicago papers still in existence and occupies a field of its own under the able editorship of Thomas R. Weddell, who succeeded Mr. Cartwright as insurance editor of the "Inter-Ocean," and is now the Chicago editor of the "Insurance Field."

THE NATIONAL UNDERWRITER organization has become nation-wide in scope and is giving the business of insurance a publishing service on a par with that of the big business publishers in other lines. The other insurance publications which have adopted the business principles here enunciated are doing well, while those that are holding to the old ideas are losing ground. The principle that the business owes nothing to the insurance press unless it gives an adequate direct service in return is the one on which the modern business publishing house rests. In place of one or two outstanding individuals is an organization of specialists, whose possibilities are limited only by the size and growth of the business itself. Offices at various insurance centers of the country are now looked upon as a necessity and not only is it now possible to cover every section locally, but the returns to the business served from the expenditures are much greater in proportion to what they formerly were.

IN an editorial in the first issue of the "Ohio Underwriter," published Feb. 4, 1897, appeared the following: "When advertising in insurance journals is bought by the companies because it is worth the price paid for it (and we believe that a great change for the better in this regard has taken place in the last two years), there can never be too many insurance papers; for, in fact, the more there will be the better the companies will like it as it will give them a wider choice in selecting their mediums. It is a very noticeable fact that the old-style journalists, with their unbusinesslike views as to the conduct of an insurance paper, are rapidly taking a back seat in these days of modern business methods and progressiveness. The handwriting is traced on the wall that the time is nearly at hand when they will either have to take on a new lease of life by a generous outside and inside use of the Elixir of Energy and Regenerative Usefulness, or die a deserving death. Let us hope it will be the former. Every one for himself and Satan's grip on the rear man, or as Mr. Allison said in his paper before the Northwest Underwriters of Chicago: 'For every man his meed, to the devil his due —for every insurance paper an open field to win or lose.'"

Western Manager of Queen Has Served Many Companies

THE western department of the Queen of America has always been in Chicago. This company was organized in 1891 to take over the American business of the Queen of Liverpool. Before the establishment of a western department for the Queen of America the western business of the Queen of Liverpool had been reported directly to Liverpool, no regional office being then located west of Louisville, Ky. Joseph M. Rogers was the first western manager for the Queen of America, being located in a small office in the old National Life building on La-Salle street.

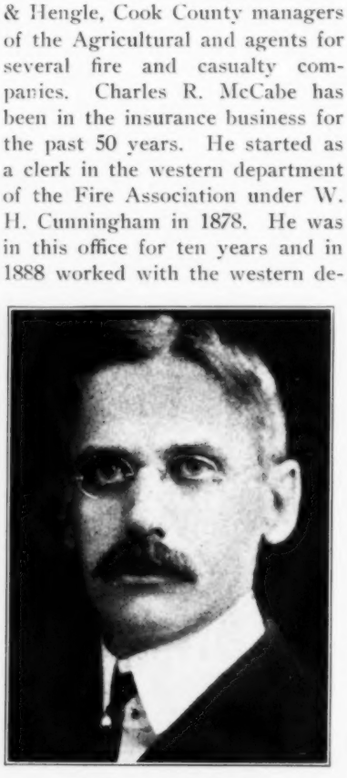
IN 1899 P. D. McGregor became western manager, and under his direction the Queen achieved an eminent position in fire underwriting in the western department. Mr. McGregor was one of the outstanding figures of his day, and, although in extremely poor health, he is still living, and has been retired by the company since 1921. Following the retirement of Mr. McGregor, W. E. McCullough was manager for a short period. In December, 1922, F. P. Hamilton, the present western manager and vice-president of the company, was transferred from the head office in New York to Chicago to assume charge of the western department.

MR. HAMILTON has had a long career in fire underwriting, his activities being affected by many mergers. He began in New York City when 16 years old as a boy with the old Mechanics of Brooklyn. This was taken over by the Commercial Union of London, and he was then with that company in New York for ten years. Shortly after the New York Underwriters took over the plant of the Guardian of England for the Hartford Fire Mr. Hamilton was put in charge of the eastern department of the New York Underwriters under General Agents A. & J. H. Stoddart.

LATER Mr. Hamilton became general agent for the Manchester, and also assistant secretary of the American Fire of New York. The American was reinsured by the Hartford, and later, after the Baltimore fire, the Manchester was purchased by the Atlas of London, whereupon Mr. Hamilton went with the Queen, first as general agent in 1904, and later as secretary, and then vice-president. In 1922 he was transferred to the Chicago office to take direct charge of the western department. An additional change has been recently announced, and, effective Jan. 1, 1929, through the consolidation of the western departments of the Royal, Queen and Newark, Mr. Hamilton becomes joint western manager with Elwin W. Law for these companies, under the firm name of Law & Hamilton.



F. P. HAMILTON



CHARLES R. McCABE, SR.

McCabe & Hengle Agency Head One of Chicago Veterans

ONE of the veteran fire underwriters of Chicago is at the head of the firm of McCabe & Hengle, Cook County managers of the Agricultural and agents for several fire and casualty companies. Charles R. McCabe has been in the insurance business for the past 50 years. He started as a clerk in the western department of the Fire Association under W. H. Cunningham in 1878. He was in this office for ten years and in 1888 worked with the western department of the Connecticut Fire under Abram Williams, then western manager. In 1896 he joined Charles Cox as inspector, and in 1898 worked with the western department of the Manchester Fire. From 1900 to 1902, he was inspector with R. S. Critchell & Co.

AFTER these years in agency and inspection work, Mr. McCabe went into the field in 1902 as state agent for the Traders in Illinois and Missouri. In 1906 he became state agent for the Agricultural in Illinois and Wisconsin. In 1908 Mr. McCabe joined with E. J. Hengle to form the McCabe & Hengle agency as Cook County managers of the Agricultural and agents for the North River, Bankers & Shippers, World Fire & Marine, New Amsterdam Casualty and Metropolitan Casualty. Mr. McCabe has been active in the business throughout these 50 years, and in recent years he has had associated with him his two sons, Charles R. McCabe, Jr., and John V. McCabe.

CHARLES R. McCABE, JR., has been in the insurance business for 25 years. A native of

Chicago, as his father, he entered the business with the Montgomery & Funkhouser general agency in 1903. After four years there he went into the field as Illinois special agent of the A. D. Baker general agency. In 1911 Mr. McCabe, Jr. became Illinois state agent for the Scottish Union & National. In 1917 he went into the United States service during the war and when he returned in 1919 he immediately became Illinois state agent and manager of the Chicago brokerage office of the Niagara. Two years later, in 1921, he was elected secretary of the Chicago Fire & Marine. In 1924 he became a partner of McCabe & Hengle, joining his father shortly before the death of the other partner, E. J. Hengle.

John V. McCabe is the other brother who is with this firm. He has been in the insurance business for 14 years. He went with the western department of the Firemen's in 1914 and a year later became inspector for the Indiana Inspection Bureau. During the next two years he was with that bureau, the Nebraska Inspection Bureau and the Iowa Inspection Bureau. In 1917 he became special agent for the Scottish Union & National in Illinois and Minnesota, following his brother in this connection. In 1918 he was in the United States service during the war, and in 1919 returned to the insurance business as Ohio special agent for the Aetna. In 1920 he became Illinois special agent for the Glens Falls, and in 1921 Illinois special agent for the Chicago Fire & Marine. He also joined the McCabe & Hengle agency shortly before the death of Mr. Hengle in 1924.

Maryland Casualty Branch Office Shows Rapid Growth

PRIOR to 1920, the Maryland Casualty operated in Chicago on a general agency basis, but in that year decided to open a branch office, placing Col. Harvey L. Jones in charge as manager. Colonel Jones continued as resident manager until 1925, when he went east to go with the New York Casualty as vice-president. At that time M. Gordon Grahame, who had been assistant manager, became resident manager. During the brief period of operation of the western branch office of the Maryland Casualty in Chicago, under both Mr. Jones and Mr. Grahame, the business has expanded phenomenally, now being approximately $1,000,000 in casualty premiums and over $500,000 in surety premiums. The branch office has jurisdiction over 28 counties in Illinois, Lake county, Ind., and 11 counties in Iowa. It is an important unit in the organization of the company.

M. GORDON GRAHAME is only 34 years old. He was born in Maryland in 1894, and after attending Baltimore City College, he entered the employ of the Maryland Casualty in 1912. In 1914 he was appointed casualty special agent, and then made surety special agent, and later special agent for the agency department. He enlisted in the Naval Reserve Force in 1917 and after two years' service returned to the Maryland Casualty. In 1920 he was made manager of the surety department when the Chicago branch office was opened. In 1922 he was appointed assistant resident manager and in 1925, upon the resignation of Colonel Jones as manager, Mr. Grahame became resident manager.

The western department of the American of New York, under E. S. Walker, was taken up in the early part of 1895. The department was in the Manhattan building. Mr. Walker went to Cincinnati and opened an adjustment office.



M. GORDON GRAHAME



S. H. QUACKENBUSH

Westchester Fire's Western Department Opened in 1871

WHILE organized in 1837, it was not until the year 1871 that the Westchester Fire decided to extend its operations to the western territory. At that time the company's principal office was located at New Rochelle, Westchester county, N. Y., and the decision to broaden its operations resulted from representations which were then made to its home office officials by M. O. Brown. He was then under 30 years of age, but already active in the business as a member of the firm of Brown & McGilliard of Indianapolis. This firm also represented the Security of Indiana, which company succumbed following the Chicago conflagration.

IN 1879 Mr. Brown, having the title of general agent, moved to Chicago where he opened up a department office for the Westchester. He continued in charge of the company's interests throughout the west until 1898, when he was elected secretary and removed to New York. During all these years Mr. Brown personally appointed a large proportion of the company's agents in the west, and much of the sentiment and kindly feeling which many of the older agencies have for the Westchester has resulted from the fine impression which Mr. Brown made and the many pleasant memories relating to his connection with the company.

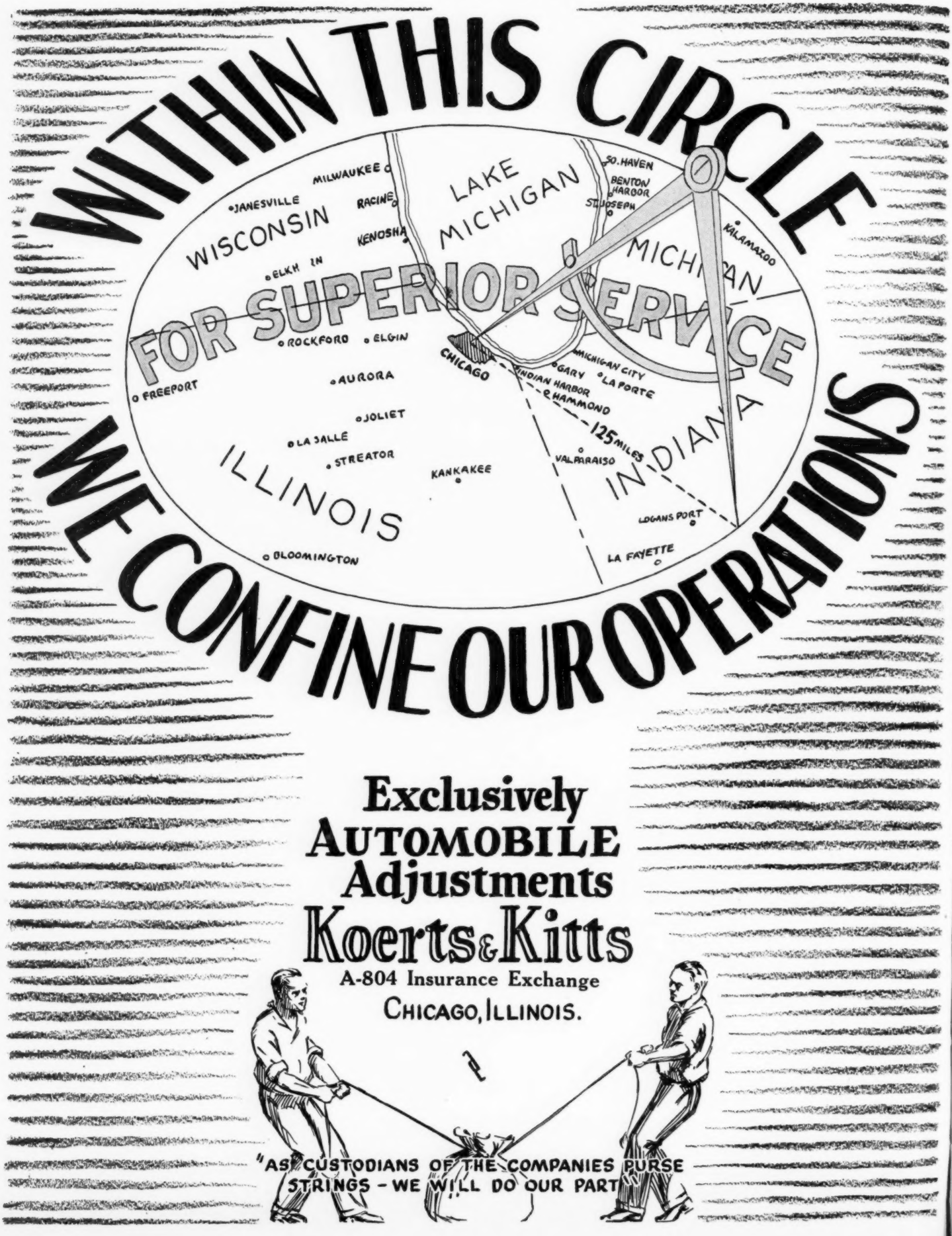
FOLLOWING Mr. Brown's transfer to New York, F. W. Lotz was appointed manager, and in 1904 Sigfried Schwarz was brought into association with Mr. Lotz as joint manager. Following the death of Mr. Lotz in 1913, Mr. Schwarz continued as manager until his retirement in 1921.

At that time Walter E. Miller was appointed to succeed Mr. Schwarz, and under his aggressive management the business of the Westchester was rapidly extended in the west. He resigned in 1926 and was succeeded by Samuel H. Quackenbush, the present manager.

MR. QUACKENBUSH has been in the fire insurance business nearly 40 years, beginning in the east with the Northern Assurance in 1891. After several years in the field and in underwriting in the east, he went into the western field for the Aachen & Munich in 1900, later becoming general agent and then assistant manager for this company. In 1917 he was made general agent in the New York department of the Royal and was later named secretary. In 1920 he returned to the western territory as assistant manager of the western department of the Royal, becoming deputy manager in 1922. In 1925 he resigned that position to become western manager for the Westchester.

The business reported through the Westchester's Chicago department for the year 1928 will exceed that of any previous year and, with its rapidly increasing financial strength, it is anticipated that the company will steadily develop in western territory and enhance its position among the leaders.

Charles H. Case, who was former manager of the Royal in the northwestern states, had a continuous connection with the North America for over 30 years. He was a former school man and while superintendent of grade schools started to write insurance in the City Fire of Peoria and the Aetna in 1858. Then he became special agent of the Home and in the early '60s went with the North America, becoming assistant general agent and holding that position until he went with the Royal.


WITHIN THIS CIRCLE
FOR SUPERIOR SERVICE
WE CONFINE OUR OPERATIONS
LAKE MICHIGAN
WISCONSIN
ILLINOIS
INDIANA
MICHIGAN
MILWAUKEE
RACINE
KENOSHA
JANESVILLE
ELKH IN
ROCKFORD
ELGIN
AURORA
FREEPORT
JOLIET
LA SALLE
STREATOR
KANKAKEE
BLOOMINGTON
CHICAGO
INDIAN HARBOR
& HAMMOND
GARY
MICHIGAN CITY
LA PORTE
125 MILES
VALPARAISO
SO. HAVEN
BENTON HARBOR
ST. JOSEPH
KALAMAZOO
LOGANS PORT
LA FAYETTE
Exclusively
AUTOMOBILE
Adjustments
Koerts & Kitts
A-804 Insurance Exchange
CHICAGO, ILLINOIS.
"AS CUSTODIANS OF THE COMPANIES PURSE STRINGS - WE WILL DO OUR PART"

A. E. Forrest Accident Pioneer

VICE-PRESIDENT A. E. FORREST of the North American Accident of Chicago, who has been long one of the leading accident and health underwriters in the country, came to Chicago March 17, 1883. He had a letter of introduction to Mrs. W. A. Lowell, whose husband was an insurance man. He called at the house and in the course of conversation Mr. Lowell found that Mr. Forrest was a bookkeeper for John R. Walsh, president of the Western news Company. "Deacon" Lowell, as he was called, offered Mr. Forrest $100 if he could balance the books of the Western Fire, Marine & Plate Glass Insurance Company, which had failed in 1873, and which "Deacon" Lowell was reviving. Mr. Forrest found that the company had no assets and no liabilities, so the task was simple. As he put it, it was just a case of opening a loss and gain account and balancing everything off. That week Mr. Forrest was appointed cashier at $75 a month, which was an advance of $25 on his previous salary.



A. E. FORREST

THE Western was officered by board of trade men. John R. Bently was president; C. T. Trego, treasurer; Norman B. Ream, vice-president; Wallace A. Lowell, secretary. Mr. Forrest states that Mr. Lowell's intentions were good, but he was too overburdened with optimism and also seemed to believe that special hazards would not burn. T. P. Phillips, later president of the Union National Bank, succeeded Mr. Lowell and within two years the Western reinsured in the Fire Association of Philadelphia. Mr. Forrest said there was one very good fire insurance company in Chicago, the Traders. He thinks that the retirement of the Traders following the California earthquake was a foolish proceeding, as it had a splendid business standing.

IN 1885 Mr. Forrest began looking for a business, but not a job. Thomas S. Quincey was a tenant in the Home Insurance building, which was opened that year. Mr. Forrest was a clerk in E. C. Waller's office, being the renting agent. Mr. Quincey had the Mutual Accident Association, which a few years later was renamed the Star Accident. Mr. Forrest took a policy in this company. He was thrown from a tricycle one day in 1885 and had to wear a plaster cast on one leg. Yet he got to his office on crutches, so he made no claim, as no partial disability was provided in the certificate of membership. Mr. Forrest, however, met Mr. Quincey in the building and the latter insisted on paying him benefits. Mr. Quincey held that Mr. Forrest was disabled and entitled to $25 a week for four weeks.

MR. FORREST still had quixotic ideas of high minded youth and refused to accept anything, but Mr. Quincey forced $25 on him. Mr. Forrest declares that this is the only money that he has ever received in benefits from any insurance company, other than salary or dividends. Mr. Quincey revealed to Mr. Forrest later on that he was drawing down the princely sum of $6,000 a year, which at that time was regarded as a king's ransom. The whole thing looked mighty attractive to Mr. Forrest. Anything that would pay $5,000 a year would be a gold mine in his estimation.

THE North American Accident Association was incorporated in 1886 as an assessment accident running mate to the North American Life. Mr. Forrest wrote the charter and by-laws. The important office of mutual associations was that of secretary because through his hands voting proxies passed. Kimball C. Atwood of the Preferred, J. R. Pitcher of the United States Mutual Accident, Thomas S. Quincey of the Star, and T. B. McCauley of the Union Mutual, all chief executives, were secretaries. The presidents were almost to a man figureheads. They were not interested or versed in insurance work. Some drew a sal-

Great Value of Appraisals to Insurance Is Recognized

THE United States is at the beginning of an era that is seeing the application of scientific principles to the problems that confront it. Slip-shod methods of doing business are rapidly passing out of existence. The worth of research and analysis is becoming more and more appreciated by business men. In this day of big business and keen competition, the law of survival of the fittest was never more applicable. Profits must be figured on a closer margin, which means that waste must be reduced to a minimum.

APPRAISALS are characteristic of this day of efficiency. Their value in the settlement of fire losses is recognized by all adjusters. All the necessary information required of the assured in case of a loss is represented in a complete schedule according to classifications. Inaccurate estimates based on memory are eliminated, which facilitates a fair adjustment in a comparatively short time. Delays in reaching adjustments are costly and successful insurance men recognize that real service to their clients is given only through means of quick settlements.

ONLY specialists properly equipped can make accurate appraisals. There are so many factors to be considered that the experience and equipment of a great corps of experts and engineers are practically essential in the determination of true physical values of a business. The Lloyd-Thomas Company is such an organization. With over 200 employes, the company maintains offices in New York, Chicago, Cleveland, Detroit, Pittsburgh, Cincinnati, Atlanta, Memphis, Indianapolis, Milwaukee, Minneapolis, St. Louis, Des Moines, Dallas, Denver, Los Angeles, London and Berlin.

The general offices of the Lloyd-Thomas Company are located in Chicago. The organization occupies its own building at 4411 Ravenswood avenue.

THE first 18 years of the company's existence it appraised property valued at $14,104,871,150. The ability of the firm to handle large jobs was evidenced when it appraised 21 plants in 10 days aggregating a valuation of $19,000,000.

The guiding genius back of this extensive organization is John J. Thomas, its president. Mr. Thomas is a graduate of the University of Nebraska and holds a Ph.D. degree in law as well as that of bachelor of science. He has written several books and articles. His latest book, "What the Business Man Should Know About Fire Insurance," is considered one of the best works ever published on this subject. Mr. Thomas has said that appraisal salesmen are in reality insurance salesmen since they talk insurance all the time and as a result sell more appraisals as well as insurance. "Insurance," said Mr. Thomas, "is made for values, not values for insurance."



JOHN J. THOMAS

ary and others found honor in the office which they did not fill except to put the vote at meeting of directors. Most of the directors were largely figureheads.

THE most important company of the day was the United States Mutual Accident, of which Mr. Peet of Rogers, Peet & Co., was president. H. W. K. Cutter was president of the Star Accident. John W. Nelson became vice-president of the North American Accident, of which Mr. Forrest was secretary and manager. Frank N. Gage was the first president of the North American. Mr. Nelson was elected president after Mr. Gage's resignation was secured. Mr. Gage was president of the Gage-Downs Corset Company. Mr. Nelson was a working president, but resigned to go into the life insurance business. E. C. Waller became president in 1906. Mr. Waller and Mr. Forrest have been associated in business since 1885. All of the original directors of the North American Accident except Mr. Forrest have passed on.



C. L. COYNER

THE Star Accident was placed in receivership, Senator Berry of Carthage, Ill., being appointed receiver. W. G. Curtis was assistant to the receiver and sold the remnants of the business to the North American Accident. Mr. Curtis, who is now president of the National Casualty, was the owner of a jewelry store which he had closed and was seeking employment. Mr. Forrest engaged him as a special agent, later calling him in from Ohio to take the office of secretary of a small Chicago accident company, the Travelers Protective, which he was preparing to reinsure. Mr. Curtis then was assigned to the Star Accident receiver's office. Mr. Forrest later purchased a small company at Menominee, Mich., for Mr. Curtis. After paying off the debt Mr. Curtis sold it to the National Accident of Detroit, now the National Casualty.

THE Union Mutual in 1890 was the giant of the west among accident companies. Thomas B. McCauley was the secretary. It grew too large for him to manage and it broke down. The old United States Mutual Accident of New York was the father of a great number of mutuals. William BroSmith, now vice-president and general counsel of the Travelers, was associated with the company, which was managed under the direction of Secretary James R. Pitcher. The only other accident association in 1890 in Chicago was the Metropolitan Accident, with A. A. (Double A) Smith as secretary. Later Charles H. Bunker became president, Mr. Bunker and Mr. Smith being associated until the Metropolitan Accident was sold to the Continental Assurance and the present Continental Casualty was the result of a merger of three companies.

Builds Successful Agency in State Outside Chicago

WHEN Darby A. Day resigned as Chicago manager of the Mutual Life of New York, it was found necessary to divide the agency owing to the intensive work that had to be done. In addition to Chicago and Cook county, Mr. Day had 12 counties in Illinois. The bulk of the business, of course, was written in Chicago. In order to handle this outside business the Mutual Life established a separate office appointing C. L. Coyner as manager. Mr. Coyner located in the Lytton building, taking jurisdiction over northern Illinois and Lake county, Ind. There are now 20 counties in Illinois that report to him. He has an organization of 125 agents. Mr. Coyner's office produces at the rate of $4,000,000 a year. This is an increase of about 20 percent over the previous year.

Mr. Coyner is one of the stalwart lieutenants of his company. He has been associated with it for 26 years. He was an agent for the Mutual Life in Chicago for 23 years, being associated with the Darby A. Day agency. Mr. Coyner is very close to his men.

Erion Known as Adjuster and Student of Insurance

FRANK L. ERION is one of the outstanding adjusters of the country, known both for his field work and for his writings on the subject of adjustment work. Mr. Erion is now the head of Frank L. Erion & Co., nonaffiliated adjusters for the companies, but before venturing in this capacity, he was for 15 years with the Western Adjustment. For over 12 years he was assistant general manager of this organization. Adjustment complications of every nature passed over his desk and the handling of them brought him into contact with adjusters in the field and insurance company officials. No one has a wider acquaintance or more intimate knowledge of those upon whom resolve the important executive duties concerning adjustments, appraisals, and loss litigation. Companies recognizing his ability have called upon him to adjust losses and disentangle complications in a wide field, including coast to coast work in the United States and Canada.

MR. ERION has created much constructive thought on the new and intricate problems of the business. Use and occupancy insurance is a subject to which he has given much attention and for which he is widely known. He has thought profoundly and written much on this important subject, concerning which he has been consulted by various official forms committees and has extended his use and occupancy adjustment work to practically every class of risk in the business. Part of his daily routine is to answer inquiries from many officials, local agents, brokers and adjusters on this subject and its kindred subjects of leaseholds, rent, rental value, profits and the like. He contributes liberally of his time for the general good of the insurance business and for his opinion leading company officials have a wholesome respect.

MR. ERION'S partner is John D. Wiese. Mr. Wiese received his initial training as an adjuster with John B. Lee of Minneapolis. After being commissioned as ensign during the war, he was selected by Harvey W. Russ, general manager of the Underwriters Adjusting Company, as his assistant, in which capacity he served for five years. He resigned from that position to enter the field as an independent adjuster, joining Frank L. Erion & Co. as a partner two years ago. Schooled in technical and engineering lines, accounting and law, he has been associated in the adjustment of many of the large losses of recent years. He is now devoting most of his time in the adjustment of specialty losses throughout the country.



FRANK L. ERION

CHICAGO BOARD OFFICIALS

H. H. Glidden served as manager of the Chicago Board of Underwriters., 1900-1923. Superintendents of ratings were T. A. Bowden, 1894-1901; E. N. Goodwillie, 1902-1923; O. W. Ray, 1902-1923.

T. A. Bowden was chief surveyor, 1885-1894; F. T. J. Stewart, 1900-1903; W. D. Matthews, 1904-1923.

Forty Years of Life Insurance

BY L. BRACKETT BISHOP

Former Manager Massachusetts Mutual Life and Former President Chicago Life Underwriters Association.

THE years pass quickly. The hours creep on apace, but the minutes often go slowly. A New York man spent three weeks in Philadelphia one Saturday afternoon. Rip Van Winkle, arriving home after 40 years sleep in the Catskill mountains, said, "Where is Nicholas Vedder?" So on looking back at the life insurance field in Chicago one might well ask, "Where is John K. Stearns? Where is Ira J. Mason? Where is William D. Wyman? Where is Dr. Sidney L. Fuller?" These were only a quartet of the notable men that were active in the business in Chicago when I was putting on full steam.

WITHOUT any invidious comparison with the personnel of the managers and agents of the present day, there were some "great souls" back in 1888 and down through the "Golden '90s". Properly prosecuted, there is something in the nature of the life insurance business that brings out the nobler qualities of those engaged in it. In those days the supervising men and the field workers did not know one another. Competition was bitter and relentless. The Chicago Life Underwriters' Association was organized in 1888 and then people in the business began to get acquainted. There were some notable characters who attended those meetings of the life underwriters association. We were all brought together on a friendly platform.

DEC. 7 of this year marked the 40th anniversary of the Life Underwriters Association of Chicago, as the first meeting was held at the Grand Pacific Hotel, Dec. 7, 1888. There were present at this meeting J. W. Janney, C. S. Smith, O. P. Curran, George F. Parish, C. A. Weidenfeller, D. B. Hinman, W. J. Plowe, Jr., G. L. Wrenn, L. A. Spicer, E. P. Roberts, J. H. Strong, Ira J. Mason, A. L. Chetlain and John K. Stearns, who signed the constitution and by-laws then adopted.

The following officers were elected: President, J. W. Janney; vice-president, A. L. Chetlain; second vice-president, W. S. Swymmer; secretary, John H. Nolan; treasurer, John E. Dean. Executive committee, Ira J. Mason, O. P. Curran, C. H. Ferguson, H. H. Eddy, E. H. Kellogg, and James W. Janney, ex-officio.

AT this time the following resolution was passed: "Any general agent of a life insurance company in Chicago (not to exceed two in any one company) by signing constitution and by-laws on or before the third Tuesday in January, and paying dues, may be made members." Those who availed themselves of the opportunity to join the association under this resolution were W. D. Wyman, Charles H. Ferguson, James M. Stryker, Seymour Walton, Charles B. Cleveland, Charles B. Soule, W. S. Swymmer, B. V. Hubbard, Charles D. Hammer, Ben Williams, Charles N. Hammon, W. E. Schryer, E. D. Redington, H. D. Penfield and L. Hull.

AT the January meeting it was moved that the first banquet of the association be held with a little delay as possible and that each member be privileged to invite two guests. This banquet was held at the Leland Hotel Feb. 19, 1889. Interesting addresses were made by Rev. J. L. Withrow, E. G. Keith and Franklin Head. It was a notable event in life insurance circles in Chicago, as never before had there been anything of the kind.

ONLY three of the original members are now living: O. P. Curran of the Equitable, J. H. Strong, manager of the John Hancock Mutual, and B. V. Hubbard, who was recently made an honorary member of the association.

James W. Janney, tall, handsome and dignified, typical of his Quaker company, was the first president of the Chicago association. No more upright man lived than he. He was manager of the Provident Life & Trust. He did not secure much brokerage business, for he always asked the question of friend or foe, "There is no rebate in the business, is there?" Mr. Janney represented life insurance in its finest essence.

WILLIAM D. WYMAN was the second president of the association. We might draw on all the superlatives in the dictionary in speaking of this man. He served as president of the National Association of Life Underwriters in later years. He came to Chicago from New England and he died on his native soil. He was called to the home office of the Berkshire Life to be its president after having served as its Chicago manager in a conspicuous way. William D. Wyman was clean as a hound's tooth in all his operations. When he joined the company ranks he became active in the Association of Life Insurance Presidents. His brother, Franklin Wyman, was associated with the office, and when William D. went to Pittsfield, Franklin Wyman and another associate in the office, Robert F. Palmer, became general agents under the firm name of Wyman & Palmer. These two men stuck by William D. In fact when William D. Wyman employed an agent he persisted.



L. Brackett Bishop for many years was Chicago manager of the Massachusetts Mutual Life. He was very active in the Chicago Life Underwriters Association, being at one time its president. He is one of the three Chicago men who have been president of the National Association of Life Underwriters. Mr. Bishop was an energetic man personally in producing business as well as being a most successful manager. During his life insurance days he accumulated a considerable amount of money. He has traveled around the world a number of times and has lived life abundantly.

IN 1888 Calvin S. Smith was general agent of the Penn Mutual Life. Mr. Smith was a society man. He was tall, Apollo like, with curly hair, somewhat vain and independent in his transactions. His right hand bower in later years was Clyde J. McCary, who became assistant general agent and succeeded to the general agency when Mr. Smith died. Charles Leyenberger was general agent of the Mutual Benefit Life at this time.

Charles H. Ferguson, of beloved memory, had a large field as general agent of the Mutual Life of New York. He was one of the first presidents of the National Association of Life Underwriters. He was an old time general agent who built up a flourishing business. He was president in 1893 at the time of the Chicago World's Fair. The life insurance men of the city formed a club where they entertained visiting life insurance men. Chicago, by the way, has had three national presidents, Mr. Ferguson, Mr. Wyman and myself.

AT this time there could be found that rare and companionable man, Ben Williams, who was general agent of the State Mutual Life and donor of the Williams vase that was competed for in the old time essay contest of the National Association of Life Underwriters. Mr. Williams, George F. Schilling and Charles H. Ferguson made a trio in con-



The advertisement reproduced above appears in the Saturday Evening Post for December 8th and the American Magazine for December

The White Fireman and Tomorrow's Increased Business

VAST as is the present total insurance investment, signs point to growing insurance needs. Improved commercial and industrial buildings, better and more costly homes, further increases in industrial shipments, new thousands of motor cars—these are but a few of the indications that insurance-minded men discern.

Preparing for tomorrow's business, the White Fireman in the advertising of the Insurance Company of North America works zealously today—not only to remind the property-owning public of the importance of insurance, but to present the insurance business in a new and greater confidence-building light.

Representing the various loss-prevention organizations supported by insurance companies, the White Fireman shows strikingly how the insurance business is working at its own expense to safeguard human life, to reduce fire hazards, to effect an enormous financial saving to property owners.

As the White Fireman advertising continues to reach millions of property-owners—among them your own prospects—the business in which you are engaged will gain an even higher rank in public esteem. Everyone selling insurance can capitalize the goodwill thus created—particularly the agents of the Insurance Company of North America.



Oldest American Fire and Marine Insurance Company—Founded 1792

Insurance Company of North America

PHILADELPHIA

Western Department

209 W. JACKSON BLVD., CHICAGO

vivial circles that could not be equalled. George L. Wrenn was another general agent of the State Mutual Life. His son, Everts Wrenn, is a general agent at present. Ira J. Mason was one of the old time general agents of the city, being head of the Aetna Life office. In later years his son, Fred B. Mason, succeeded him. Fred was associated with him under the firm name of Ira J. Mason & Son. On the death of Ira J. Mason his son, Fred B., succeeded him. Ira J. Mason was a great prohibitionist and took a prominent part in the activities of the Prohibition party.

DR. S. L. Fuller was manager of the Washington Life. He was a fine soul, full of sympathy



NORRIS H. BOKUM

and kindliness all along the way. W. Treese Smith and his partner, Roberts, were managers of the Massachusetts Mutual. John K. Stearns was general agent of the Connecticut Mutual. Mr. Stearns was "to the manor born". For many years he was active in the Chicago Life Underwriters Association and served as its president. He had a good sense of humor and appreciated the value of life insurance. Mr. Stearns, by the way, was elected president of the association for three terms. Charles B. Cleveland served as general agent of the New England Mutual Life for 43 years. Gage E. Tarbell was agency director of the Equitable Life of New York and later was called to the home office to head its agency department.

O. P. CURRAN was manager of the Equitable and although practically retired from business still retains his connection with the company as a general agent. Mr. Tarbell had a dynamic personality. He was forceful and determined. The old timers will never forget the contest for the presidency of the Chicago Life Underwriters Association between Mr. Tarbell and William D. Wyman. It resulted in Mr. Tarbell retiring from the organization. Col. Joseph H. Strong at that time was manager of the United States Life. He is now one of the general agents of the John Hancock Mutual. He is one of the few survivors of the 1888 regime. Colonel Strong has been in life insurance all his life. During the administration of Governor Richard Yates in Illinois he served as public administrator.

GEORGE F. Schilling, a very Adonis in appearance, later in life having silky gray hair and full whiskers, was one of the most popular and companionable men in the business. He made a striking appearance and was always in demand at the festive board. He was manager of the Germania Life and later became manager of the ordinary agency of the Prudential. Mr. Schilling went to Philadelphia, serving the State Mutual and then the Union Central Life as manager. He died some months ago.

DANFORD M. Baker was manager of the Pacific Mutual. The Pacific Mutual was a comparatively small company and a newcomer from the Pacific coast. "Dan" Baker put the company on the map in Chicago and popularized it. People liked him and he built up a good business. He is now vice-president. Whenever he comes back to Chicago he greets his old time friends. Charles B. Soule in the '90s was manager of the Union Central Life. Mr. Soule



JOHN H. DINGLE

was one of the most gifted life underwriters in the city. He was a man of finished ability who often graced the meeting with his observations. He had a copious vocabulary, knew the English language and possessed the power of convincing speech. He never met with great success in life insurance. However we all remember with increasing affection "Charlie" Soule.

LAWRENCE Spicer was for many years secretary of the Chicago Life Underwriters Association. It was Mr. Spicer's minutes that attracted attention. It is not often that the minutes of a meeting are a feature to which members look forward. Spicer had ready wit. He sparkled with epigrams. He knew how to twist and turn. He played on the lighter points of a meeting. No one ever moved that the minutes be dispensed with when Spicer was sec-

(*Continued on Page* 169)

Agency Ten Years Old, Now Leads Field in Production

ON Feb. 1, 1929, the Bokum & Dingle agency of the Massachusetts Mutual Life in Chicago will celebrate its tenth anniversary. This agency has experienced a remarkable growth, as it was organized in 1919 without a single policy and without a single agent. Jan. 1, 1926, the Bokum & Dingle agency absorbed the old Chicago agency formerly managed by L. Brackett Bishop. For the past three years the agency has been hitting a clip of $20,000,000 a year, and at present is the leading agency of the Massachusetts Mutual in production of new business for the year 1928. For the ten years of its existence, this agency will have paid for more than $125,000,000. The agency has experienced a steady growth, and has graduated many of its agents to general agents not only for the Massachusetts Mutual, but also for other companies. It is the only agency in Chicago which has a distinctive, separate office for service to the brokers. This office is located at room A-1730 Insurance Exchange building. It is managed by Eric Ohman, who is assisted by Miss Virginia Morse.

THE personnel of the agency is largely made up of college men and women. At a recent luncheon, it was noted, there were 14 colleges and universities represented by members of the agency. E. C. Platter, former president of the Chicago Association of Life Underwriters, is associated with Bokum & Dingle, and has been in the field for the Massachusetts Mutual for the past 30 years. John Thrash also has served the same number of years. Chester Flitcraft, Leon Hunt, E. Oliver Paulson and Ralph Johnson have represented the agency almost since its organization.

The women's department is ably represented by Mrs. Eleanor Skillin, Mrs. Fannie Tisch, Adella Knight, Anna Putnam, Laura Babcock, Mrs. Saidee MacComas, Olive Casey, Clara Jacobson and Gertrude Haley.

THE heads of the agency are Norris H. Bokum and John H. Dingle. Norris Bokum graduated from Princeton in 1906. He was afterwards associated for six years with his father, Richard D. Bokum, at that time general agent of the Mutual Benefit. After his father's death, he was associated with the State Mutual until he joined forces with Mr. Dingle.

John H. Dingle is a graduate of Dartmouth, class of 1910, and achieved gridiron fame there. He received his early training in the ranks of the Mutual Benefit in Baltimore, and came to Chicago from Baltimore in 1916. He was associated with the L. Brackett Bishop agency for three years before the new agency was formed.

John M. Murphy, agency supervisor, is the latest acquisition. He comes to this agency from the Columbian National, where he served as superintendent of agencies in the western district. Mr. Murphy is a man well qualified for the position he is now holding. He has a great faculty for the education of new men in the business, and during the short time he has been connected with the agency the men have already profited by his tutelage.

for Brokerage

as close as your telephone



Telephone HARrison 8874

Just across the Street from the Insurance Exchange

MILES & MILES

[INC.]

General Agents-Union Automobile Insurance Co. *of Los Angeles*

ASSETS OVER $2900,000.00

INSURANCE CENTER BUILDING

In the Heart of the Insurance District of Chicago.

Great American Factor in Western Field Since 1872

THE Great American, originally organized in 1872 as the German American Insurance Company, established its western department in Chicago the same year, Judge Eugene Cary being the first manager. It is of interest to note that associated with the organization at that time were others afterwards well known in the business—John S. Belden, J. M. Neuberger, I. S. Blackwelder and a little later Walter W. Dudley and George W. Blossom, all of whom



CHARLES R. STREET

became managers of other companies. Mr. Belden was the first assistant manager, being succeeded by Rogers Porter, who was first special agent for the company in Michigan. On his death in 1902 Walter H. Sage became assistant and succeeded to the management of the department on the death of Judge Cary in 1903. Judge Cary passed away on the speakers' platform at St. Louis immediately following an address he had made on behalf of Chicago bodies interested in the success of the St. Louis World's Fair of 1904.

JOHN C. INGRAM, now deceased, and William L. Lerch, present deputy manager of the Royal in Chicago, were assistant managers under Mr. Sage and were appointed managers when Mr. Sage assumed the title of general manager in 1916. Mr. Ingram died in 1920 and Mr. Lerch remained as manager until he entered the service of the Royal in 1926.

In 1924 Charles R. Street was elected vice-president of the Great American and assumed direct charge of the western department following his retirement from the service of the Fidelity-Phenix, with which company and its predecessor, the old-time Phenix of Brooklyn, he had served for 40 years, filling various positions in that company's service ranging from minor clerk to the presidency. His career is rather unique in the history of insurance and his success in managerial lines, with his activities in all work having in view the advancement of the interests of fire insurance as a whole, has given him a position of well deserved prominence.

Starts as Supply Boy, Has Built Up Great Life Agency

PROPINQUITY alone sometimes is enough to determine a man's career, provided ambition and determination are inherently a part of the man's character. It was so in the life of Herman C. Hintzpeter, manager of the largest Chicago agency of the Mutual Life of New York and one of the company's oldest employes in point of years of service.

Mr. Hintzpeter was born in Berlin, Germany, in 1874. His family came to the United States in 1881. A few years later family circumstances compelled him to seek employment. He obtained the job of office boy with the People's Mutual Accident Association of Pittsburgh, located in the old Insurance Exchange building. After working there for eight months, Young Hintzpeter learned that the supply clerk of the Mutual Life was about to leave. He immediately applied for the position, May 1, 1889, to Charles H. Ferguson, then the general agent, located in the Tacoma building.

IN 1889, therefore, Mr. Hintzpeter joined the Mutual Life—as supply boy. His wage was $3.50 a week, but all of his faculties were alert and it was soon apparent that he would not be content to continue as a supply boy. And he didn't. At the age of 17, he began selling, first merely on the now-and-then basis, but not the less seriously for that. How well he progressed is indicated by the fact that in 1895, or when he was but 21, he was made agency superintendent for the entire state of Illinois.

Not long afterward, the Mutual Life inaugurated the branch office system, with W. B. Carlile succeeding Mr. Ferguson as head of the company's interests in Chicago, with offices in the Tribune building. In 1906, Mr. Hintzpeter was made manager of a separate branch of the Carlile agency. His offices were in the Commercial Bank building.

AS branch manager he made a remarkable production record and also demonstrated his capacity to attract men and organize them into a producing unit after they signed their contracts. He continued in the Commercial Bank building. In 1911, when Darby A. Day succeeded Mr. Carlile as manager for the Mutual Life of New York, the company appointed Mr. Hintzpeter associate manager of the agency. He continued in this position until Mr. Day resigned from the Mutual Life in 1925. He then was given charge of one of the four branches the company established in Chicago. He opened offices in the Continental & Commercial Bank building, which immediately became the company's leading agency under single management.

MR. HINTZPETER is one of a small group of managers in the United States who successfully combine real managerial competence with large personal production ability. In 1924 he started the profession by writing, delivering and paying for $1,000,000 worth of business in one month, March. He was the first life agent to have paid for so much in one month. The cases he wrote ranged in size from $1,000 to $150,000. In the string were two $50,000, five $25,000 cases, six $20,000 cases, 11 cases for $10,000 each and 22 for $5,000 each. This represents not luck, but hard work, persistence, determination, intelligent application of the principles of selling—all of the qualities that every wise agency head tries to discover and cultivate in an agent.

THE Hintzpeter agency has been in the big production class ever since it was opened, and it is steadily growing. Recently, Mr. Hintzpeter contracted for a large amount of additional space for his agency, to overcome some present crowding and to make certain of room for the future growth that is inevitable. In 1926 the agency paid for $16,161,520 of business. Indicative of the movement upward is the difference between this figure and the 1927 production, which was $19,698,251. To the time this story is written, the agency is



HERMAN C. HINTZPETER

$1,500,000 ahead of its 1927 total, and expects to close the year with $22,000,000 paid for.

"It was good enough for father, so it's good enough for me" may not be the slogan that animates Edward C. and Ervin D. Hintzpeter, the agency chief's sons. But regardless, these sons are active, vigorous, enthusiastic members of the agency personnel and are themselves making enviable production records. They, like their father, give of their best to the agency's conduct and the welfare of the other agents, with the good result that is the natural product of such effort.

Life insurance does not exhaust Mr. Hintzpeter's insurance interests, for he is president of the Century Investment Company, director and treasurer of the Great American Casualty Company and a director of the Standard Federal Fire. He also is a director of the Manufacturers & Dealers Finance Corporation and is first vice-president of the German Club of Chicago.

Early Day Chicago Companies

THE Chicago Marine & Fire Insurance Company was the first company organized in Chicago, but it diverged into the banking line. The date of its charter was Jan. 13, 1836. It was forbidden to do a banking business or to issue any bills or notes in the semblance of bank notes to be passed as money. However, on May 16, 1837, it published an advertisement announcing its intention to act under that section of its charter authorizing it to receive deposits and loan money. It thereupon began to sell certificates of deposit which in compliance with the law were not printed in a form to resemble money, but which were accepted as currency by the public in preference to the doubtful currency of the regular banks.

THE advertisement has an insurance interest from the following paragraph:

"The condition of the company is entirely solid and beyond doubt, as there is a surplus, beyond its capital stock paid in, of a considerable amount and because it has met with no loss since its organization and its present risks are very few and limited to small amounts."

The company ceased business in 1840 but in 1848 was revived and was operated as a bank until the panic of 1857, being reorganized as the Marine bank with a new charter in 1852 and reorganized in 1863 as the Marine Company of Chicago, doing a banking business.

IN 1839 some Chicagoans hailing from Scotland, interested in Chicago land and also in the banking and shipping business, took a transcript of the Chicago Marine & Fire charter to the Wisconsin territorial legislature and secured a charter in the same terms for the Wisconsin Marine & Fire Insurance Company. The latter after a few years became a real bank, retaining its original name, simply adding the word bank and doing business as the Wisconsin Marine & Fire Insurance Company Bank of Milwaukee. It was really a Chicago institution for many years, dominated if not entirely owned by George Smith, one of the famous early bankers of Chicago. Its principal business was done by George Smith & Co., agent at Chicago. It was probably one of the earliest instances of a nominal home office in one state, with the principal operating office in another. However, the Wisconsin Marine & Fire apparently never did very much insurance business, except marine.

THE Illinois Insurance Company of Chicago was chartered in 1839. The Phoenix of Chicago was chartered in 1841. The next Chicago company appears to have been the Chicago Savings & Insurance Company, chartered in 1849. However, it is supposed to have been identical with the Chicago Temperance Savings Association, an earlier organization. In 1851 the Chicago Marine was incorporated and in 1852 the Chicago Mutual. The Western Marine & Fire of Chicago began in 1853 and the Mutual Security in the same year. In 1855 the Mercantile, the Chicago City and the Chicago Firemen's, as well as the Garden City, were started. The Western Valley Fire & Marine, the Northern Illinois Fire & Marine, the Eureka Fire & Marine and the Great Western of Chicago were incorporated in 1857.

THE city directory for 1857 gives the Wagonsha Fire & Marine and the Mercantile Mutual, but of those already mentioned it lists only the Chicago City, the Chicago Marine & Fire, the Chicago Mutual, Garden City, Great Western, Phoenix and Chicago Firemen's. The Chicago Marine & Fire was probably doing a banking business rather than insurance.

Among the directors of the insurance companies just listed appear the names of many who also are recorded as agents, including Benjamin W. Raymond, director Chicago Marine & Fire and Chicago Firemen's; G. W. Dole, director of the same two companies; H. Wheeler, director of the Chicago Mutual and the Garden City; H. Brand, actuary Great Western; Charles V. Dyer, director Great Western; J. B. Ackley, secretary Phoenix; C. N. Holden, secretary Chicago Firemen's.

The Western World Insurance Trust Company was chartered in 1853, but only started in 1859, with a capital of $500,000. The Home Mutual Fire was organized in 1861. This company was subsequently the Chicago Fire Insurance Company. The Commercial was also chartered in 1861 but was not organized until 1865. The Merchants was chartered the same year, William E. Rollo being secretary. Others chartered in 1861 were the Equitable Fire, Fort Dearborn and the Inland. The Union Insurance & Trust Company was organized in 1861 with S. W. Rawson as president.

THE State Insurance Company of Chicago was incorporated in 1863 and the Lumbermen's of Chicago in 1865. The Packers & Provision Dealers was incorporated in the latter year. The Globe Insurance Company was chartered in 1865 with authorized capital of $1,000,000 and cash capital of $200,000. John Janes was secretary. The Republic started the same year with $100,000 capital. Other companies chartered in 1865 were the Aetna Fire, Citizens, Commonwealth, Germania, National of Chicago, Great Western, Howard, Knickerbocker, Lamar, Mercantile, Mutual Fire, Western Phoenix and the Stock Mutual.

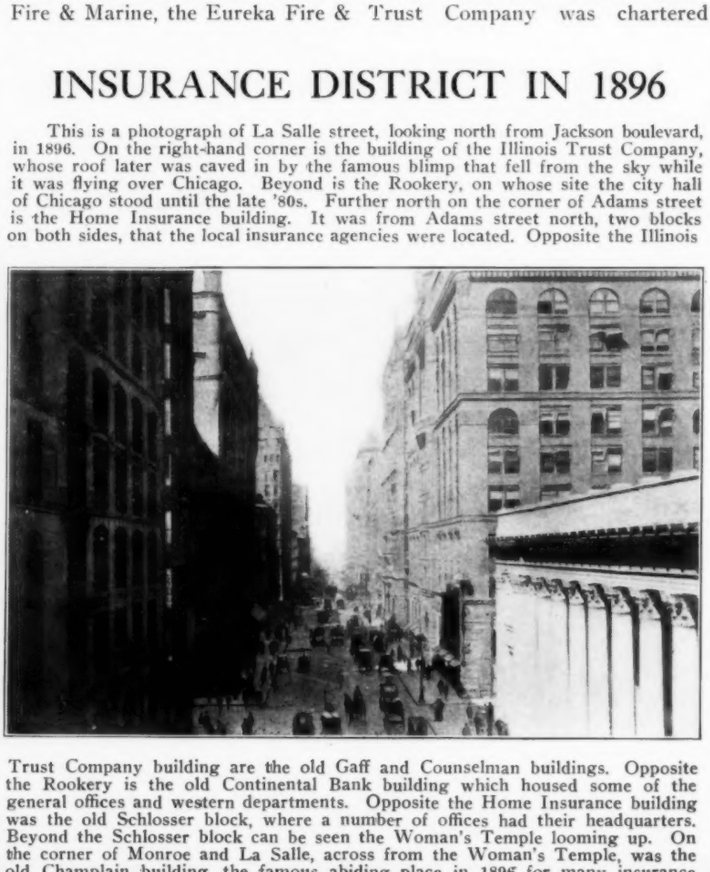
The famous Traders of Chicago was organized in 1865, but reinsured in 1870. In 1872 it was reorganized and went on to a great career. It escaped the Chicago fire of 1871, but was overwhelmed in the San Francisco disaster of 1906.

The Firemen's of Chicago was organized under the name of the Union Insurance Company of Decatur in 1867. It was reorganized and moved to Chicago in 1876.

IN 1868 there appear to have been 15 fire insurance companies with home offices in Chicago. In 1869 the present insurance law of the state was passed, bringing the companies under close supervision. In 1870 the Union Insurance & Trust Company relinquished its insurance interests, reinsured its risks and engaged in the general banking business. The Stock & Mutual reinsured in the National of Chicago and retired from business. Shortly the National reinsured in the State of Chicago and retired, while the Great Western and the

INSURANCE DISTRICT IN 1896

This is a photograph of La Salle street, looking north from Jackson boulevard, in 1896. On the right-hand corner is the building of the Illinois Trust Company, whose roof later was caved in by the famous blimp that fell from the sky while it was flying over Chicago. Beyond is the Rookery, on whose site the city hall of Chicago stood until the late '80s. Further north on the corner of Adams street is the Home Insurance building. It was from Adams street north, two blocks on both sides, that the local insurance agencies were located. Opposite the Illinois



Trust Company building are the old Gaff and Counselman buildings. Opposite the Rookery is the old Continental Bank building which housed some of the general offices and western departments. Opposite the Home Insurance building was the old Schlosser block, where a number of offices had their headquarters. Beyond the Schlosser block can be seen the Woman's Temple looming up. On the corner of Monroe and La Salle, across from the Woman's Temple, was the old Champlain building, the famous abiding place in 1896 for many insurance offices. It will be seen from the photograph that horse-drawn vehicles were all the rage at this time.

Knickerbocker of Chicago commenced business. The Lumbermen's, the Garden City and the Lamar reinsured prior to October, 1871, and retired from business. The Board of Trade Insurance Company was in process of organization during that year but the organization was never completed.

ANDREAS' "History of Chicago," issued in 1884, gives the following sidelight on the insurance business in Chicago:

"In the earlier days of its existence here its transactions were hampered by swaddling clothes of credit. Risks were written on a credit basis, some companies receiving notes exclusively for the premium, while others of sterner mold insisted upon payment of one-third cash and the remaining two-thirds might be guaranteed by a note. Other companies would not relax their rules of transacting business upon a purely cash basis and hence were blessed with very little business, although as time rolled on the insureds found that they could purchase better rates for cash than they could for credit, and then the cash companies commenced to receive large patronage. But this was long after the primary introduction of insurance into Chicago.

"IN the early days the silvery voice of the insurance solicitor was heard expatiating on the various benefits derivable from insurance on a cash or credit basis; for the desire for business by the various companies represented, and the newness of the enterprise in this city made the agents exert themselves to insure the residents and property holders. Until 1863 the insurance business did not attain any special prominence in the city but in that year it commenced to receive the attention and patronage its merits. In 1865 there were but few Chicago companies existing when the year dawned but about the middle of that year a multitude of energies which had for four years been absorbed in the maelstrom of civil war were by its subsidence thrown again into commercial and mercantile life. . . . By the end of the year 129 companies were located and represented here; 81 fire and marine, 29 life and two accident."

CONTINUING the history relates: "From 1868 to 1871 the field of insurance investment was replete with Chicago companies; and the act of 1869 was necessary to check and destroy a tendency upon the part of heedless speculators to operate in insurance, without regard to the interests of insurers or the reimbursement of losses. It weeded out shaky companies, and afforded a statistical check on those that were stable, by which contemplative insureds could select their companies."

Home Has Done Much for Better Farm Underwriting

THE Home of New York farm department with headquarters in Chicago has always been a laboratory and experimental station, so to speak, for bettering farm underwriting. The Home of New York has been one of the great stalwarts in that line of business. Its farm department was established Jan. 1, 1884, when the Home reinsured the American of Chicago, which did a farm business. The American was the first company to write farm business on the installment plan. Charles L. Currier was the secretary and he became head of the new farm department of the Home. Theretofore the company had written farm business through its recording agents. The Home had a western department at that time in Chicago in charge of Ducat & Lyon as managers.

THE western department of the Home was established in October, 1873. Mr. Lyon was an assistant secretary at the head office, having been appointed to that position in 1867. He entered the head office of the Home, May 1, 1859, as a clerk. The western department was transferred to New York in October, 1893, and Ducat & Lyon continued as local agents of the Home. General Ducat was a famous military man, tracing his lineage back to an ancient Highland family renowned in the annals of Scotland. He took part in the Civil War, being promoted from time to time until he achieved the rank of general. He superintended the business of the Home in Ohio, Indiana and Kentucky and then entered into partnership with Mr. Lyon as head of the western department.

Frank L. Joy came to the Home's western farm department in its early days as bookkeeper. He was its first assistant secretary. Mr. Joy was office superintendent and was an expert in accounting.

THE western farm department of the Home took on real dimensions when Henry H. Walker was called in July 1, 1887, to take charge of the farm business. Mr. Walker was a born producer. He was Indiana state agent, had been a local agent and field man for a number of years and made a special study of the farm business. In 1893 the sub-agency mercantile business of the western states was added to the farm department. Mr. Walker was one of the best known men in the west and the farm department assumed real dimensions. At one time Morris L. Duncan was assistant secretary. He had been an examiner in the old western department of the Phenix and was later manager of the Liberty. He became United States manager of the Svea.



J. K. LESCH



F. H. CORNELL

FRANK H. CORNELL, who had been an examiner in the office, was appointed assistant secretary. He went with the Home's farm department in April, 1896, as register clerk. J. K. Lesch had gone with the department in 1887 as a minor clerk. Mr. Lesch was sent to Missouri in 1900 as special agent of the farm department. Later he had Kansas added to his field and he opened the farm business for the Home in Texas. Mr. Cornell succeeded Mr. Lesch as examiner.

The Home realized the fact that Mr. Walker was becoming impaired in health and in cooperation with him it was decided to form the firm of Lesch & Cornell in 1917 to take charge of the department. Mr. Walker maintained his old title but the responsibilities were thrown on the younger men. Both, therefore, have grown up in the farm business and with the Home. They are in every way capable. The Home's farm department covers 20 states throughout the central west and the south, up the Atlantic coast, including Virginia.

List of Presidents of Chicago Board

Presidents of the Chicago Board of Underwriters, so far as its records show, include Gurdon S. Hubbard, 1856; John H. Kinzie, 1857; no record, 1858-1872; S. M. Moore, 1872; George C. Clarke, 1872-1874; Jonathan Goodwin, Jr., 1875; C. H. Case, 1876; Thomas Goodman, 1877; L. H. Davis, 1878; Jonathan Goodwin, Jr., 1879-1880; Arthur C. Ducat, 1881-1882; Thomas Goodman, 1883-1884; C. W. Drew, 1885-1886; Edw. M. Teall, 1887-1889; James H. Moore, 1890-1891; James Ayars, 1892-1893; S. A. Rothermel, 1894; E. M. Teall, 1895-1898; C. S. Pellet, 1899-1901; E. M. Teall, 1902-1906; L. O. Kohtz, 1907-1908; C. N. Bishop, 1909-1910; C. S. Pellet, 1911; M. J. Naghten, 1912-1914; H. G. Buswell, 1915-1917; O. E. Aleshire, 1918-1919; W. E. Higbee, 1920-1921; W. E. Witherbee, 1922; L. M. Drake, 1923; Allan I. Wolff, 1924; Jas. I. Naghten, 1925-1926; August Torpe, Jr., 1927-1928.

Chicago Important City in History of Fireman's Fund

IT was in the summer following the Chicago fire that the Fireman's Fund opened its western department in Chicago. Prior to that the middle western business had been reported to the New York office. On July 1, 1872, Thomas S. Chard was appointed manager of the new western department in Chicago, which was given jurisdiction over all territory east of the Rocky Mountains. Later the eastern and southern departments were established, so that the western department now has the usual western department territory under its direction. Mr. Chard served as manager from 1872 until 1900, directing the eastern affairs of this Pacific coast company for 28 years.

IN 1900 Marshall & McElhone were appointed as managers, operating as such until 1914, when Mr. McElhone died. Then John Marshall, Jr., was named sole manager, with W. A. Chapman as assistant manager. This arrangement continued until the first of 1920, when Mr. Marshall was named vice-president and Mr. Chapman then became manager of the western department, which post he still holds.

W. A. CHAPMAN entered the insurance business in a local agency at Grand Rapids, Mich., in 1884. Later he went with the Western Michigan Compact, which is now the Michigan Inspection Bureau. In 1888 he first entered the field as special agent under W. F. Hawxhurst, state agent for the Commercial Union in Michigan. He served two years in that capacity, then becoming special agent for the Caledonian in Wisconsin, Minnesota and the Dakotas, having headquarters at Minneapolis. Mr. Chapman went with the Connecticut Fire when the Caledonian was taken over by the Niagara in 1892. He became state agent in Wisconsin for the Connecticut and had that post for 12 years. He was then called to the Chicago office by J. J. McDonald as assistant manager, holding that post for ten years.

ON January 1, 1914, Mr. Chapman was appointed manager of the western department upon the retirement of Mr. McDonald. Three months later the western department was moved to the home office in Hartford, when the company was sold to the Phoenix of Hartford. Mr. Chapman went with the organization, taking charge of the western department business at the home office, but almost at once he was offered the post of assistant western manager for the Fireman's Fund in Chicago under John Marshall, Jr., and he returned to his old home in the spring of 1914. After six years as assistant manager, Mr. Chapman became manager, which post he now holds.

When Mr. Chapman became the manager, H. A. Bush was named assistant manager and J. George Stauffer was superintendent of agents, being appointed to that office in 1914. W. H. Gartside, who was in charge of the improved risk department, was named second assistant manager. Mr. Stauffer retired three years ago after 30 years' service with the company, Mr. Bush and Mr. Gartside still being Mr. Chapman's lieutenants in the western department. Upon the retirement of Mr. Stauffer W. A. Sawyer, Ohio state agent, was called to the Chicago office, to succeed him as superintendent of agents.

Office of Berkshire Life Reflects Wyman's Spirit

MANY years ago a prominent business man of Chicago told THE NATIONAL UNDERWRITER that William D. Wyman, manager of the Berkshire Life in that city, was welcome in his office at all times and furthermore he stated that almost every man in the office staff carried a policy with the Berkshire, as Mr. Wyman had been recommended by the office heads. This business man said that Mr. Wyman appealed to him and his associates because of his honesty of purpose, high - mindedness, his grasp of life insurance and his conscientious desire to do everything he could for his clients.

THAT has been the spirit of the Berkshire Life in its Chicago department. Mr. Wyman stamped his individuality on the organization and the spirit that he inculcated in everyone has been carried on remarkably ever since.

MR. WYMAN had served as an agent of the Massachusetts Mutual Life in Chicago and on April 22, 1889, became manager of the Berkshire. At that time the business of the Berkshire did not amount to much. It had $16,000 of collections on its books.

WHEN Mr. Wyman took charge, there followed him from the Massachusetts Mutual to the Berkshire, his brother, Franklin Wyman, George T. Mason, W. S. Weld and Joseph Loebe. Mr. Loebe became the cashier, serving in that capacity for a number of years. He then took a rate book and is now general agent of the company at Cleveland. Mr. Weld lived in Elgin and was an agent there. He became cashier under Mr. Wyman and later became superintendent of agents at the home office. O. D. Richardson, the present agency supervisor at the Chicago office, joined the company in September, 1890.

ROBERT F. PALMER, who is now general agent, became a rate book man for the Berkshire in 1899. Therefore, it is seen that Berkshire Life men in Chicago have stuck steadfastly to the company. The organization has been intensely loyal. When William D. Wyman in 1908 went to the home office to be vice-president his brother, Franklin Wyman, and Robert F. Palmer as Wyman & Palmer became the general agents. W. D. Wyman succeeded within a year to the presidency and started the Berkshire along more modern methods. Franklin Wyman died in 1926 and Mr. Palmer, his former partner, succeeded him.

MR. PALMER is a former newspaper man, having been in daily newspaper work until 1892 and a trade paper published in Chicago from 1892 to 1899, when he became connected with the Berkshire Life. Mr. Palmer believes in the Berkshire Life, its policy and service. He is one of the oldest general agents in Chicago now in point of continuous service.



W. A. CHAPMAN

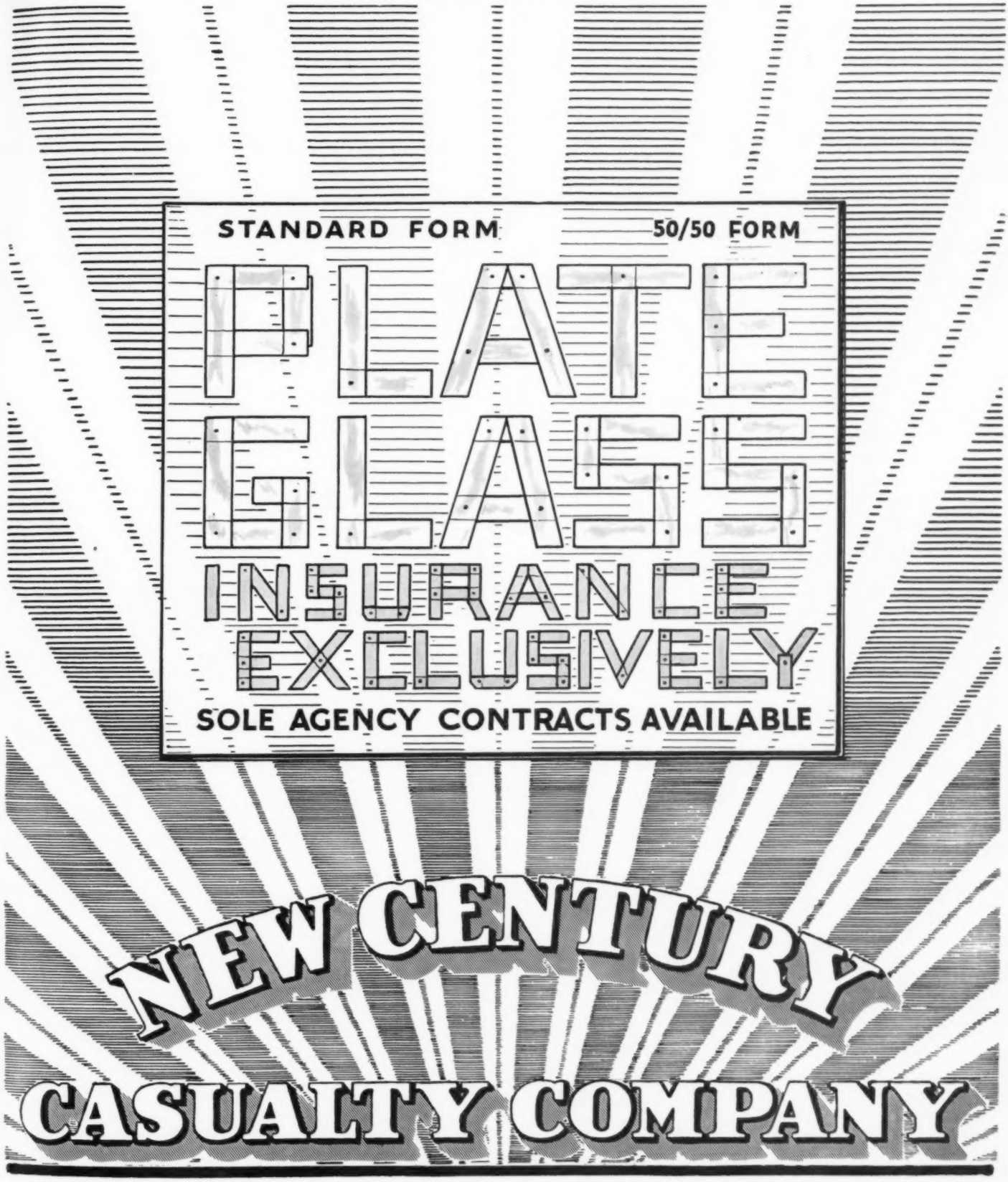


ROBERT F. PALMER

Premiums in Chicago Exceed Many States

In order to show the importance of Chicago and Cook county from the standpoint of fire insurance premiums, it is interesting to know that the annual premium income from Cook county exceeds the premiums of Ohio. The Cook county premiums are two-thirds of the entire premium income of all the New England states. The Chicago premium income exceeds that of New Jersey with its numerous large cities. Chicago premiums represent one-sixth of all the fire premiums in the 18 Western Union states. The Chicago premium income exceeds the premiums of every state in the Union except New York, Pennsylvania and California.

The board rules of 1849 provided that a leasehold interest should not be covered to exceed three-fourths of its value.



OF ILLINOIS

Illinois Leading Plate Glass Company

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History of Yager Office Linked With Hanover Fire

L. E. YAGER & CO. is a Chicago general agency which grew directly from Mr. Yager's first position in the insurance business. To trace the development of the Yager office, it is necessary to go beyond its actual inception and follow the course of development of the Hanover Fire in Chicago and Cook County territory. From the early '60s to 1894 the Hanover with several different companies operated through the New York Underwriters Agency, not having direct representation in Chicago.



L. E. YAGER

THE first agents of the Hanover Fire, aside from its New York Underwriters Agency connections in Chicago, were Munger, Ebbert & Co., this firm operating from 1894 to 1897. In the latter year Dana, Ponier & Co. were appointed as representatives of the Hanover, acting in that capacity until 1900, when H. P. Gray & Co. and Higley, Wise & Co. successively were named. This marked the entry of Charles W. Higley into the Chicago field with the Hanover. Higley, Wise & Co. represented the Hanover for two years and the firm then became C. W. Higley & Co., operating thus until 1905.

AT that time L. E. Yager, who had been special agent of the Hanover in 1900, became a member of the firm with Mr. Higley, which then operated until the San Francisco fire as Higley & Yager. In 1906 Mr. Higley retired from the firm to devote his entire time to the western management of the Hanover and then the general agency became L. E. Yager & Co., in which form it has operated to the present time, representing the Hanover, Norwich Union Fire, Standard Fire of Connecticut, Minneapolis Fire & Marine, Northwestern Fire & Marine, Granite State Fire and Norwich Union Indemnity.

L. E. Yager, who is now head of the firm, was born in Alton, Ill., in 1869, his first position being a clerk in a freight office with the Chicago & Alton. He went to Chicago in 1892 and after three years with the Illinois Trust & Savings Bank entered the insurance business in 1895 with Munger, Ebbert & Co. Not only does the general agency tie up with the history of the Hanover in Chicago, but Mr. Yager, himself, traces his connection back to the first direct representative of the company in Chicago. In 1900, Mr. Yager left the agency and went with the Hanover Fire under C. W. Higley, who was western manager. Mr. Yager became special agent for Cook County. In 1905 he was taken in as partner with Mr. Higley under the firm name of Higley & Yager, and in 1906 took over the firm himself as L. E. Yager & Co.

Sun, Oldest Stock Company, Well Represented in West

THE Sun Insurance Office, which on April 7 next will be 220 years of age, opened its western department in Chicago, March 1, 1899, when J. J. Purcell, who had been assistant manager of the United States office, came on to establish the western branch and to head the new work in the central west. The Sun of London has always been a most interesting company because of its age and honorable career. So far as the records show it is the first company that entered the stock fire insurance field. It was originally called the Exchange House Fire Office. Mr. Purcell was a very forceful character and soon had the western office running in splendid shape. Two years later, Horatio N. Kelsey became assistant manager. He had been western supervising agent for the Norwich Union Fire.

MR. PURCELL retired as manager, Feb. 1, 1904, and at that time Mr. Kelsey brought in his brother, Preston T. Kelsey, from Indianapolis as assistant manager. The Kelseys came from the noted Kelsey family, distinguished in insurance in the west. H. N. Kelsey resigned to become United States manager of the Hamburg-Bremen in 1913, when P. T. Kelsey became the western manager of the Sun, calling in Frank M. Jones, Ohio state agent, as assistant manager. Mr. Kelsey was appointed United States manager in New York, and on April 1, 1919, John F. Stafford, who had been superintendent of agents in the western department of the London & Lancashire, was appointed manager.

MR. STAFFORD had had a long and successful career in the field before being called to the western department of the London & Lancashire and was one of the best known men in the west. He is now president of the Insurance Club of Chicago and has served as most loyal grand gander of the Blue Goose.

E. C. Smith, who has been with the Sun since Feb. 1, 1890, and has been connected with the western department since it was first opened, was appointed second assistant manager when Mr. Stafford took charge and became assistant manager, Jan. 1, 1926. J. A. Benz came with the Sun as examiner May 20, 1907, and was appointed assistant manager Jan. 1, 1926. Charles W. Ohlsen went with the department July 14, 1911, and after passing through the office field, being Illinois state agent, he was recalled to the office as agency superintendent, Jan. 1, 1926.

THE Sun holds a high place in the affections of the fraternity, which is evidenced by the rapid strides made by the department since Manager Stafford took hold of it.

The Patriotic of America, organized under the New York laws, started in business Jan. 1, 1923, and was made a running mate of the Sun throughout the country, including its western department. The Patriotic of Dublin, an old, time-honored Irish company, was organized and put into operation in the year 1824, but in 1923 it was deemed best to incorporate the Patriotic of America, which company then took over all of the business on the books of the Patriotic Assurance of Dublin. The Patriotic, shining with the Sun, has made a place for itself in fire insurance in this country.

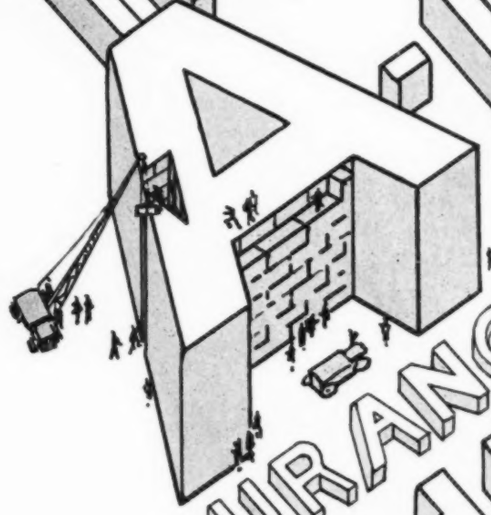


JOHN F. STAFFORD

Farm Business Built Up Gradually in West

The farm business has been gradually developed in the west. The Agricultural wrote farm and dwelling business exclusively in the '80s. A. H. Darrow was western manager. The Agricultural had its home office on Madison street near Laflin in Chicago. Later this business was reinsured in the Home and the Agricultural began writing a general business. The Watertown was a similar company that operated extensively in the west. The old Phenix began working up a farm business, Elof Peterson, present manager of the America Fore farm department, going to the Phenix as clerk in its farm department in 1884. Frank M. Burroughs was manager of the department for a number of years. The Continental was becoming a factor in the farm business and this department can be credited largely to the splendid work of George E. Kline. The Home of New York entered the farm field when it reinsured the American of Chicago and made its manager Charles L. Carrier, head of the farm department. In 1887 it brought H. H. Walker in from Indiana to build up its department.

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We Add an **A**
to our Address
to Keep Our Service
Grade A!

Cradle of National Association

THIRTY-TWO years ago, cases of friction between agents and companies or between agents themselves were not infrequently encountered. Today the situation is not far different, except that 32 years ago there were no means of harmonious settlement of such disputes, whereas today, the agents have behind them—and in leadership before them—the National Association of Insurance Agents, a product of far-sighted leaders in the agency ranks. This organization, 32 years old and with a membership today of over 11,000, had its inception in Chicago at a specially called conference of men from many sections of the country, Sept. 30, 1896. There were 20 men at that organization meeting and the next meeting showed the roster raised to 108. Now it is 11,000 and the association is one of the vital units of fire underwriting in this country.

CHICAGO was the birthplace of the National association even more truly than is evidenced by its selection as the first meeting place, for it was from literature emanating from Chicago that Robert S. Brannen of Denver conceived the idea leading to this new organization. Mr. Brannen, a member of the Denver agency firm of Brannen & Kellogg, was the militant spirit in the organization work and the man to whom credit for the idea was generally conceded by the early leaders. Mr. Brannen modestly passed on the credit to another source and in so doing paid high tribute to the insurance press. He said at the time that he had conceived the idea for this association from insurance publications sent to him in Denver from Chicago by John Scoffield, head clerk in the London & Liverpool & Globe main office there.

AS Mr. Brannen said, "It is from articles of the press I have coined the ambition for a large amount of work. I believe if the insurance papers were more generally read by agents, the companies would have less trouble and business would be conducted on a higher plane. My early business training being in the newspaper line, I appreciate the liberal use of printers' ink, as you will see by the enclosed circulars." This long letter, written six months after the first meeting, summed up the underlying motives of the association and showed its great need at that time. It also indicated that even in the first half year of operation it had justified itself in the field.

BAD practices were rampant, both on the part of companies and of agents themselves, and these leaders sought to cleanse the business, first correcting their own irregularities and then seeking improvements in company practices. Succeeding annual reports, including that delivered at West Baden this past fall, indicate that the association has been worthy of the time and effort of its founders and leaders over the 32 years.

That first memorable session was held Sept. 30, 1896 in the Great Northern Hotel in Chicago, the hotel which is now headquarters for the Insurance Club of Chicago and has always been a meeting place for insurance men. To that meeting outstanding men in agency ranks had been invited from all parts of the country and all sections were represented.

IT was a national conference at its inception and not a regional one. Kansas City and Louisville were possibly in predominance, but the important insurance centers from New York to Denver and from Minnesota to Kentucky were all represented and the first slate of officers equally reflected the broad scope of the new organization. As the roster expanded, the territory covered was expanded, Salt Lake City being one of the first western centers to contribute heavily in membership. Now there is no city of any size that is not represented in the list and an intensive drive is being made to have every town and hamlet where a local agency is located represented by at least one member, if not 100 percent of the agency representation.

That list of 20 charter members of the association includes several names that have always stood in the front of agency activities. One of them, George D. Markham of St. Louis, is even today found in the midst of association activities without fail. While the others have passed from activity, their names are clearly emblazoned along the trail of agency development and even those who are caught in the more swift march of progress today cannot fail to keep them in mind.

THAT list, in the order of signing the original roster—which was a sheet of Great Northern Hotel letter paper—was as follows: W. G. Strickland, St. Paul, Minn.; Western Bascome, St. Louis, Mo.; A. G. Simrall, Covington, Ky.; James P. Dew, Kansas City, Mo.; R. S. Brannen, Denver, Colo.; John A. Bryant, Kansas City, Mo.; Milo E. Lawrence, Kansas City, Mo.; Alfred Pirtle, Louisville, Ky.; A. H. Robinson, Louisville, Ky.; F. A. Thompson, Denver, Colo.; Merwin Jackson, Toledo, O.; A. A. Doolittle, St. Paul, Minn.; C. M. Lang, Toledo, O.; T. H. Hawkes, Jr., Duluth, Minn.; B. L. Baldwin, Omaha, Neb.; D. H. McCarthy, Dubuque, Ia.; J. Wachenheimer, Peoria, Ill.; George D. Markham,

R. E. Spaulding Agency One of Mutual Life's Leaders

ON the twelfth floor of the Conway building in Chicago is located one of the important agencies of the Mutual Life of New York. In this large organization, known as the R. E. Spaulding Agency, are to be found many of the company's big producers as well as a large number of tyros in the business, who from day to day, are absorbing the rudiments of the profession of a life insurance salesman. Each Monday morning classes are held for the benefit of new men and outsiders are cordially invited to attend these sessions. The agency has extended aid to the new and old men alike, and Mr. Spaulding has developed many of his leaders from those new in the ranks. The agency is paying for approximately $12,000,000 per year, and is growing rapidly.

R. E. SPAULDING became connected in a way with the life insurance business when, as a boy, 37 years ago he obtained employment in the home office of the insurance department of the Knights of Pythias, then located in Chicago. Later on he served as general secretary of that organization, but for the last 20 years he has been affiliated in various capacities with the Mutual Life of New York. For several years he was a rate-book man, after which he became assistant manager in the Chicago agency of the Mutual Life. In 1921 he was called in to the home office as assistant superintendent of agencies. Following this he became the company's manager for a large territory west of the Missouri river with headquarters at Omaha.

ON Jan. 1, 1926, he was transferred to Chicago to manage its new office, one of the three which grew out of the large central



R. E. SPAULDING

office in Chicago, following the resignation of Darby A. Day. Mr. Spaulding is a very capable life insurance man and by reason of his former connections is well known in life insurance circles throughout the country, particularly in the ranks of the Mutual Life.

St. Louis, Mo.; Thomas L. Fekete, East St. Louis, Ill.; C. H. Woodworth, Buffalo, N. Y. In addition to these 20 names, three other names not listed in the roster appear on the first committee line-up, so that some additional support must have been guaranteed by proxy at that time. These three were: Peter G. Grant, Atlanta, Ga.; A. W. Harrington, Jr., Troy, N. Y.; and R. A. Luke, Helena, Mont.

AT that meeting the first slate of officers was elected and the association was put in motion. A. G. Simrall of Covington, Ky., was elected first president and C. H. Woodworth of Buffalo, N. Y., first vice-president. Milo E. Lawrence of Kansas City, Mo., was second vice-president and Alfred Pirtle of Louisville, Ky., was third vice-president. Robert S. Brannen, probably as near as anyone the father of the association, was named secretary-treasurer, which post he held through successive changes of administrations for three times. Mr. Simrall held the presidency two terms, following which C. H. Woodworth was president for two years and George D. Markham for two years.

AT the first meeting, in addition to electing officers, three committees were named, executive, grievance and state association committee. The latter, headed by Mr. Baldwin of Omaha, immediately set itself to the task of spreading the state units, two being formed in 1896, those in Kentucky and Nebraska, and two in 1897, Missouri and Ohio. During these two years, the start of the local exchange idea was seen in New York, a number of local group associations being formed there. The National association was launched and started on its road to the present national unit which leads the agents in every forward step and protects them where protection is needed.

GLANCES at the early records show that agents of three decades ago were beset by much the same situation as is seen today and that some such central protective body as this association was essential. The second annual meeting was called six months after the organization meeting, May 8-9, 1897, at St. Louis. At this meeting the president's report was adopted as a working platform, this including such problems as hostile legislation, oppressive taxation, overhead writing, brokerage and commission schedules, multiple agencies and agency qualification. The annual reports of today carry much the same list, the difference being, of course, that in many cases the original difficulties have been corrected by the association and new phases of the changing years have been introduced. Each annual report clearly shows progress made, with the agency ranks deeply indebted to those who met in Chicago for that first meeting in 1896.

Millers National Active in Illinois for 60 Years

THE enviable historical record of the Millers National of Chicago dates back over 60 years. In 1865, four years before Illinois passed the general law governing the organization of fire insurance companies, a charter was granted by a special act of the legislature for the organization of the Planters Insurance Company of Springfield. Thomas Dennis, A. M. Lawver, Joseph Scofield, W. A. Turney and Z. Truesdel were the organizers. Four years later, by another special act of the legislature, the charter was amended, locating the home office in Chicago, and the company started actually writing business. In 1875 the name of the organization was changed to the Fidelity Fire of Chicago, and two years later the name was changed again to the Millers National of Chicago.

IN a statement made at the end of 1877, the end of the company's first year of business under its present name, assets amounting to $50,021 were listed. The premium income for the year was set at $39,263. The Millers National's statement of Dec. 31, 1927, showed assets of $5,157,583, with a premium income for the year of $2,653,508.

President Montgomery A. Reynolds did adjustment work for the company in 1892. He joined the organization in 1895 and was made adjuster, and in 1906 he was elected secretary, which position he held until he was elected president.

SECRETARY FRANKLIN S. DANFORTH, who is now in active charge of the company's management, was born in 1863 at Watertown, Mass. He entered the insurance business as a local agent at Minneapolis in 1879. He joined the Millers National in 1904 as general agent and assistant secretary. He was given full charge of the underwriting department in 1906 and to him full credit is due for the rapid progress which has been made. The Millers National is a member of the Western Insurance Bureau and is located in the Insurance Exchange building.

William M. Houze Proves Self Keen Agency Builder

ONE of the younger ordinary agencies in the ranks of the John Hancock Mutual Life, the William M. Houze general agency in Chicago, has forged to the fore, now ranking third throughout the country in ordinary business and first in group business. This agency, the second ordinary agency to be opened in Chicago, was opened by Mr. Houze in January, 1925. He started without a man and without a dollar of business on the books. Today he has 25 full-time men and will finish 1928 with about $9,000,000 in new paid ordinary business and between $30,000,000 and $40,000,000 in new group business. The agency has become the third largest ordinary agency throughout the country for the company and its present rate of growth endangers the position of the Boston and New York offices, the present leaders.

MR. HOUZE has developed in his office the leading producer of the company, countrywide, J. B. Nathanson, who will close 1928 with over $1,400,000 of new business. Mr. Houze has been in the life insurance business for over a quarter of a century. He started in the ordinary office in Indianapolis and after 14 years there, six years being spent as supervisor of the agency, he went to Albany, N. Y., as general agent in 1918. There he developed a big ordinary agency. In 1925 he went to Chicago to open the second general agency and has rapidly developed this office from scratch. Throughout all of his business experience, Mr. Houze has shown a keen ability for developing men. Several of the leading general agents of the John Hancock Mutual Life have come from his offices at one time or another. There are two supervisors in the Houze agency, J. B. Nathanson and J. E. Young. There is a brokerage department under the direction of Carlos F. Schuster.



FRANKLIN S. DANFORTH



WILLIAM M. HOUZE

Apparently the smallest loss in the great Chicago fire was that of the American of Illinois, its loss amounting to $972.



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Casualty-Surety Growth Told

(Continued from page 50)

greatly developed, of fire companies having casualty-surety running mates, it took a multiple line charter for the Royal Indemnity. Since then most of the companies which have started in a big way have taken multiple line charters.

ABOUT 1909 the agitation for workmen's compensation became marked and by 1910 some of the states had enacted laws. They were followed in rapid succession by others. Most of the laws made insurance compulsory and this opened a great volume of casualty business to agents. About the same time automobile insurance, both fire and casualty, began developing rapidly. Prominent fire insurance companies were organizing their casualty running mates and urging their agents to take them on and the long established cordial relations between the agent and the parent company made it difficult for him to refuse especially if he represented only one or two single-line companies and needed a company writing workmen's compensation and automobile liability. When he took one of these companies on he was expected to develop surety business also.

MANY new independent companies were also being organized, especially in the west and southwest. Texas hatched a flock of them. Many of these were organized by promoters who had been selling stock in life insurance companies since the Armstrong investigation in New York in 1905. Having got the public "fed up" on life insurance stocks, these promoters turned to casualty companies and made the most of the vast volume of premiums which workmen's compensation was going to develop. The majority of the companies organized in that way did not last long. A few failed; some reinsured and others quit and devoted their capital to a mortgage business or some other undertaking which gave promise of better returns.

ANOTHER factor which contributed to the tremendous growth of the casualty and surety business was the entrance of young men into it. Most of the agents outside of the cities were essentially fire agents, many of them men in their prime or already beginning to grow old. Their fire insurance business required all their attention. Some had no taste for learning the details of the numerous classes constituting the casualty branch. Accordingly, when they were obliged to go largely into workmen's compensation and automobile insurance, they turned this department over to their sons or to other boys.

THESE youngsters were eager to learn. They wanted to make good records for their departments. Some had a partnership interest in the casualty and surety business of the agencies and were ambitious to build up something for themselves. This has had some unexpected results. The passing of eighteen or twenty years has brought the heads of many of the agencies to the age where they have slowed down and are enjoying the fruits of their earlier labors and brought the young men of the casualty departments into their early forties, with a knowledge of the business and ten or twenty of their very best years ahead of them. The result is that in many agencies which in 1910 were almost exclusively fire agencies the volume of casualty busines is now larger than that of fire insurance and growing fast, while the fire business is standing still.

SOME conception of the growth of the casualty and surety business from 1904 by five-year periods can be gained from the totals, given below, from the New York Insurance Reports. They do not, of course, represent the entire business as a good many companies do not operate in New York. These figures include the business of the mutuals and the New York State Compensation Fund:

Year	Capital	Surplus
1904	$17,810,831	$19,798,956
1909	26,179,225	29,589,876
1914	44,148,025	30,914,573
1919	57,065,000	58,775,454
1924	101,746,000	120,701,627
Year	**Assets**	**Premiums**
1904	$70,467,876	$40,364,491
1909	117,818,570	84,118,226
1914	186,286,270	139,072,642
1919	435,655,717	328,822,895
1924	764,836,967	540,694,621

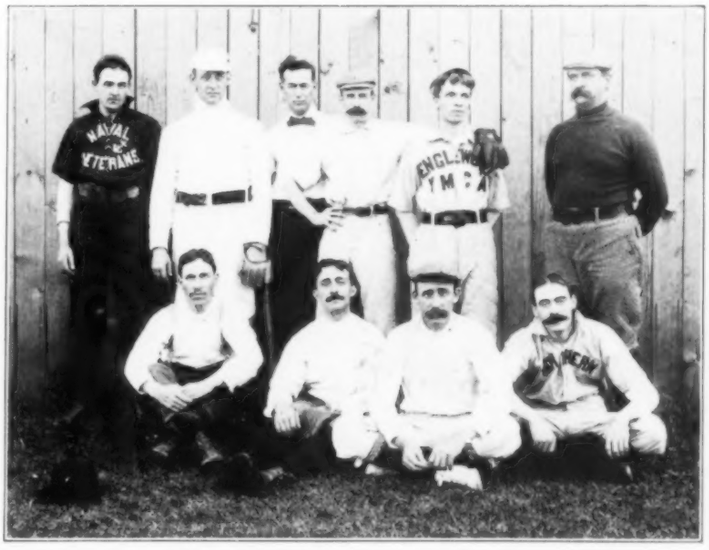
The conditions in the casualty and surety business in the early years of this century were deplorable. Most of the companies were single-line institutions and such associations as existed devoted their attention to but one class. The companies writing any class had plenty of troubles of their own without concerning themselves about those which beset other classes. With some important exceptions the most important business in every general insurance agency was fire insurance. The fire business was old and organized and its associations were able to compel in some degree the observance of rates, while the casualty business, being small and divided into several independent classes, was the tail to the fire insurance kite in most agencies. If the agent could not offer cut fire rates he could cut the rate on the assured's plate glass or employers' liability risk.

THE companies writing each individual class were usually at war among themselves. The commercial accident companies generally adhered to manual rates, but were trying to outdo each other in adding "frills" to make their policies more attractive, and their agents faced a serious competition from traveling men's associations and assessment concerns which offered policies for the same principal sums at half or a third of the rates charged by the stock companies. The industrial accident and health companies were still twisting each others' agents and the business they controlled as the Detroit Conference had not succeeded in stamping out this practice to the extent that it did later.

THE old Liability Conference was on its last legs. About as many companies were outside as inside. That made comparatively little difference, however, as the rates secured depended largely upon the strength of the general agent and the backbone of the company management in refusing to write at excessively inadequate rates. Without calling it by that name the companies were using experience rating in a large measure, raising or lowering the rate on each large risk, according to its own experience.

The bulk of the plate glass in-

LA SALLE STREET BALL TEAM



There was a famous game of baseball played between teams representing the east side and west side of La Salle street in 1899. This was played at the White Sox park on the south side and created much interest. It was played on a Saturday afternoon and the entire insurance fraternity went to the park to see the game. The game was played in August. Two tallyhos of people went out, aside from those who traveled on the cars. The umpires were W. F. Rollo and George W. Roberts. The picture here presented is the West Side team. The players are as follows:

Top row, left to right—Fred Phillips, John Zeltner, Charles P. Wagner, Fred R. Young, Clarence Oxnam, Frank F. Holmes.

Lower, left to right—Henry Flannery, John W. Vokoun, W. H. Rothermel, A. W. Jenkisson.

surance was then written by five companies. Of these the Fidelity & Casualty had always been a multiple line institution. The other four—the New Jersey Plate Glass, Metropolitan Plate Glass, Lloyds Plate Glass and New York Plate Glass—at that time were single line companies. Most of the big liability companies did not enter that field until later, but a number of smaller companies were writing some plate glass insurance. Much of the time rates were demoralized.

Helped Organize Agents



Frank F. Holmes, well-known Chicago local agent, was a very active figure in the National Association of Insurance Agents in its early days, serving as its second secretary. Some of his experiences in putting the organization on its feet at that time are recounted elsewhere in this issue.

THE surety business was in awful condition. The American Surety still pursued the even tenor of its way and charged good rates. Its representatives considered it the only company worth mentioning. The Fidelity & Deposit was recognized as strong financially and was considered a high-class company. The National Surety was given credit for being much stronger than it actually was. In fact, in 1904 it was bankrupt, but its management and the insurance departments did not know it. The United States Fidelity & Guaranty was the most aggressive of the companies, always working for volume and usually being charged with rate cutting.

THE American Bonding of Baltimore was a nice company, but not very aggressive. The old Guarantee Company of North America and its running mate, the United States Guarantee, were writing railroad and bank schedules for the most part and making money. The Fidelity & Casualty at that time confined its bonding business almost exclusively to fidelity bonds.

THE Bankers Surety of Cleveland was usually on the brink of impairment and later was reinsured. The Title Guaranty & Trust (later Title Guaranty & Surety) of Scranton was quite strong and active, but was later reinsured in the American Surety. The American Fidelity of Montpelier was a new entrant in the western field and was starting on a troubled career which finally resulted in its retirement to its home state of Vermont. Two Philadelphia companies—the City Trust, Safe Deposit & Surety and the Union Surety & Guaranty, as I recall the names—failed about 1904 or 1905. The Aetna Indemnity, Metropolitan Surety, and United Surety failed about five years later. The Federal Union Surety of Indianapolis and some others also faded out of the picture.

SURETY and fidelity rates were shot to pieces. Contract bonds were often written in Chicago at a rate of 25 cents on the amount of the bond. Depository rates were usually 25 cents. Every year there was an orgy when the plumbers' and drain layers' bonds came up for renewal in Chicago, and sometimes they were written for 50 cents each.

I DOUBT if conditions were worse in Chicago than elsewhere, or even as bad as at some other points. The bulk of the casualty and surety business was in the hands of strong men at Chicago. Fortunately, the leading companies had appointed as general agents men who devoted their entire attention to one of these branches and they had to make money out of it if they made any at all. Accordingly, it was greatly to their interest to keep conditions as good as possible, while in some localities the interests of the general agencies lay in getting all the fire business possible, even though the casualty business was demoralized to that end.

LATER the conditions improved greatly. The liability companies were obliged to cooperate when confronted with the problems of workmen's compensation insurance, and about 1910 or 1911 the Workmen's Compensation Service Bureau was formed, which eventually became the National Bureau of Casualty & Surety Underwriters. The burglary insurance companies formed a bureau, which later became a division of the National Bureau. W. F. Moore organized a bureau for rating plate glass insurance, which stabilized rates in that class. A division of the National Bureau is also engaged in similar work. The steam boiler companies formed a conference.

THE Detroit Conference and its successor, the Health & Accident Underwriters' Conference, continued to improve the conditions in the field of industrial disability insurance. Some years later the Bureau of Accident & Health Underwriters was organized and did some valuable work in determining the loss cost of various features in accident and health policies.

WHEN the condition of several surety companies became alarming the National Convention of Insurance Commissioners took a hand and insisted upon a clean-up. The Treasury Department put in effect a rule that no company writing bonds running to the federal government might retain a net liability on any one bond in excess of 10 per cent of its combined capital and surplus. This put a crimp in the operations of a number of companies which had only a limited capital and surplus. They had to have reinsurance.

Just about the same time most of the leading companies organized the Surety Association of America and agreed that they would not accept reinsurance except at the manual rates. Practically all the companies desired to write bonds running to the government, as many of their agents controlled such business. These companies were now forced to write all bonds on which they required reinsurance at the manual rates. About the same time the Towner Rating Bureau was organized and revised the manual, and virtually all the companies became subscribers to its service.

THE result of these changes was that the surety companies began to make money. A few were too far weakened by earlier cut-rate excesses to survive, but the others, with the exception of one or two which had always charged adequate rates, raised their rates to the Towner manual and began increasing their surpluses. For nearly twenty years conditions in the surety business generally have been more satisfactory than in any of the other major miscellaneous lines.

After rates were stabilized in various branches, trouble over commissions continued. In 1913 Superintendent Emmett of New York made his ruling limiting acquisition cost of workmen's compensation and liability insurance. In recent years the companies with the cooperation of the New York insurance department have succeeded largely in stabilizing commissions in other classes.

Western Department First That Hartford Established

THE first department established by the Hartford Fire was, and is still called, the western department. It was not located at Chicago at first, but it has been in Chicago longer than most of the western departments. It was created May 18, 1852, Columbus, O., being the first headquarters and the territory comprising eight states in the Mississippi Valley territory. Demas Adams was the first general agent, serving from the organization of the department in 1852 until his death in 1854. David Alexander was then appointed general agent, serving until 1863. Under his administration the business expanded so rapidly that special agents were necessary. At first the work of planting new agencies, adjusting losses and supervising the business was entrusted to local agents, but under Mr. Alexander field men were put into the company's service for this part of the work.

UPON the resignation of Mr. Alexander in 1863, George F. Bissell was appointed general agent, the western department at that time being moved from Columbus to Chicago. Mr. Bissell had been both local agent and special agent for the Hartford, and



One of the most significant developments in the Insurance Business during the present Century is the change in Public Sentiment towards the Man who sells Insurance.

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Many Insurance men of the NEW type are finding that the Phillips Company method of financing Automatic Sprinklers is an excellent aid to them in properly serving their clients. It is this type of service in which the Insurance agent does more than pocket premiums that has changed and is changing Public Sentiment.

The Phillips Company

39 SOUTH LA SALLE STREET CHICAGO ILLINOIS



was well acquainted with the western territory. He served until 1895 and upon his death in that year Porter P. Heywood was named its general agent. Mr. Heywood, who had served as local agent, adjuster, Pacific Coast general agent and assistant general agent of the western department, served only one year; death terminating his career.

IN 1896, John W. G. Cofran and Richard M. Bissell were appointed his successors. Mr. Cofran had received his training on the Pacific Coast and had been assistant general agent under Mr. Heywood. He became joint general agent with Richard M. Bissell, son of George F. Bissell, and previously second assistant general agent in the western department. The two operated as Cofran & Bissell. Mr. Bissell was later called to the home office of the Hartford in 1903 to become vice-president and in 1913 he was named the seventh president of the company.

WHEN Mr. Bissell went to the home office in 1903, A. G. Dugan was appointed general agent jointly with Mr. Cofran under the name of Cofran & Dugan. Mr. Dugan had had long experience with the company, first in the Kentucky and Tennessee field, later in San Francisco as Pacific Coast general agent and again in his original field territory. Mr. Cofran was called to the home office of the Hartford in 1909 to become vice-president, serving in that capacity until his death in 1912. Mr. Dugan continued as sole general agent until 1911, until the western department of the Citizens was united with the Hartford office in 1911.

AT that time John H. Carr, who had been vice-president of the Citizens, joined Mr. Dugan under the firm name of Dugan & Carr as general agent for the Hartford & Citizens in the western department. Mr. Carr had been with the Hartford group since 1893, traveling in the field until the reorganization of the Citizens of Missouri, when he became secretary. In 1907 he became vice-president, continuing as such until he joined Mr. Dugan in Chicago. At the death of Mr. Carr in 1923, Mr. Dugan became sole general agent, retaining that position to the present time.

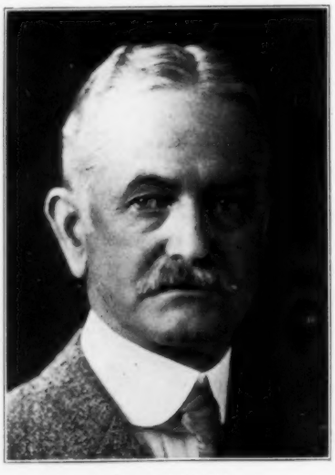
Assisting Mr. Dugan in the direction of the western department are several men well known in the western field. W. C. Boorn, Clem E. Wheeler and C. H. Smith are the present assistant general agents. Mr. Boorn has been in the business since 1881, and with the Hartford since 1902. His previous experience was with the London & Lancashire group. He joined the Hartford as examiner for large cities in 1902, and in 1903 was made assistant general manager. Mr. Wheeler began his career in 1897 with the Aetna and was later with the Milwaukee Mechanics and the Tennessee Inspection Bureau. He joined the Hartford in 1910 as Kentucky special agent and in 1911 was called back into rating work, first as manager of the Kentucky bureau and later the Wisconsin and Missouri bureaus. In 1919 he was appointed assistant general agent of the Hartford's western department. Mr. Smith started his insurance career as inspector with the Underwriters Bureau of the Middle and Southern States at New York City in 1907. In 1910 he entered the service of the Hartford as inspector in the special risk department in the home office. In 1916 he was appointed superintendent of the special risk department in Chicago and in 1923 became assistant general agent.

Royal's Western History Is Story of Law Family

ANY history of the development of the Royal in the west would be, in effect, the history of the Law family, as the Laws, grandfather, father and son, have been in the managerial ranks for this company 76 years. The grandfather, John S. Law, was the first manager of the old central department at Cincinnati, being appointed in 1852. His two sons were taken into the department later, first John H. Law and then George W. Law. Upon the death of their father, they succeeded him under the firm name of Law Brothers and so continued until 1895, when the central department was merged with the western department under their management at Chicago. Prior to their removal to Chicago, the western department had been under the management of Charles H. Case and later E. L. Allen.

The Law Brothers completely rejuvenated their agency plant in western territory. John H. Law retired in 1912 and George W. Law became sole manager. Management of the Royal had become a family tradition with the Laws and in 1910, Elwin W. Law, the son of George W. Law, entered the office as file clerk and worked up through the underwriting department. One of his prized possessions is the first salary check which he received, being for $25 paid him for his services during the month of May, 1910. He was advanced to underwriting supervisor jointly with W. A. Smith in 1916 and after two years war service overseas, returned in 1919 as assistant manager.

IN 1921 he was made associate manager and in 1922, upon the death of his father, became sole manager and will so remain until the first of the year when the Royal and the Queen offices will be consolidated under the management of Law & Hamilton. There is another name long associated with the western department of the Royal—P. W. Cadman, the assistant manager under the old Law Brothers organization, who has been with the Royal for 43 years, now, however, retired from active duty. Recently, Mr. Cadman expressed to Mr. Law the desire that his long association with the Law management be continued by having his son, Philip Cadman, enter the Royal service.



A. G. DUGAN



ELWIN W. LAW

THOSE on the executive staff are William L. Lerch, deputy manager, H. L. Dalton, assistant manager, H. W. Boyd and H. F. Gregg, second assistant managers.

Mr. Lerch has been in the fire insurance business for over 40 years, all being spent in the service of the Great American until Jan. 1, 1926, when he became deputy manager of the Royal.

Mr. Dalton has been with the Royal organization for 40 years, starting with Law Brothers in Cincinnati. After serving in various capacities in the office he was assigned to field work in 1905 and in 1917, when Elwin W. Law volunteered for service, was brought into the western department as underwriting supervisor. In 1924 he was appointed assistant manager.

MR. BOYD has been with the Royal since 1904 and in the insurance business since 1892. He started in the Boyd Brothers local agency at Newcastle, Ind., and still maintains that connection. In 1921 he was appointed agency superintendent and in 1923 second assistant manager.

Mr. Gregg started with the Royal in 1912 as an examiner, after two years with the Georgia Home. In 1920 he became Illinois special agent and in 1921 was appointed superintendent of the sprinklered risk and brokerage departments. He was made agency superintendent in 1924 and in 1926 second assistant manager.

Messrs. Dalton, Boyd and Gregg, together with E. W. Hotchkin, now assistant manager of the Queen, will serve as assistant managers of the consolidated department. Since 1917 the Newark has also been under the Law management in the west.

Forty Years of Life Insurance

(Continued from Page 147)

retary. It was supposed that when he quit the secretary's chair there would be no other equal to him. Yet Fred B. Mason of the Aetna Life came along, heavier in mental processes, more solid, and yet his minutes were matchless in their pithy, pointed, spicy paragraphs. Fred Mason was fully equal to Spicer as a secretary. Mr. Mason had a sly way of reading the minutes which added much to their material.

THEN came Robert Skene of the Mutual Life, the right hand man of William B. Carlile, the manager. Robert Skene was an entirely different type from Fred Mason. He was animated, nervous, alert, slight in frame, full of humor and sentiment. "Bob" Skene's minutes made a great hit. These three memorable secretaries of the old days will never be forgotten.

Mr. Carlile opened an executive special office for the Mutual Life of New York in the Rookery building. Charles H. Ferguson was still manager. Associated with Mr. Ferguson were his sons, George M., James L., and Charles H., Jr. Later Mr. Carlile took over the management and started the great Mutual Life production office in Chicago. He was a southerner by birth, education and training. As a connoisseur of the fine arts and as an epicure he never was equalled among the life underwriters.

AMONG the industrial company men who were prominent in those days were C. A. Weigenfeller, Peter J. Kraus and A. X. Schmitt. Mr. Schmitt is still one of the superintendents of the Prudential. Gilbert A. Smith was one of the managers of the New York Life. John H. Nolan was with the Travelers. He was one of the most brilliant and forceful men of the business, although he took little interest in the association activities. He did not associate to any great extent with life insurance men. He was a large personal producer. Frequently on his birthday anniversary he would walk from Chicago to Evanston and back. He kept fit and trim until his death at the age of 80.

Jules Girardin came to Chicago from Galveston, Tex., to take the general agency of the Phoenix Mutual Life. Mr. Girardin did not take an interest in the Chicago Life Underwriters Association until later years. However, those who came in contact with him appreciated his splendid qualities of comradeship. Later he served as president of the Chicago association. He was one of the most popular managers of his day. He still is connected with the Phoenix Mutual, looking after his own personal interests. Mr. Girardin is a whole souled, splendid man who has made a host of friends.

FRED W. BLEIKE, who served with him first as associate manager of the Phoenix Mutual, is now connected with the Mutual Benefit Life as an agent. He is one of the oldest life insurance men in point of service in the city.

B. V. Hubbard, who is still living, was manager of the Provident Savings. At one time he was acting insurance superintendent of Illinois. His pen was active and he has written a number of pamphlets.

JONATHAN W. JACKSON came along as manager of the Home Life. Mr. Jackson was a southerner, suave, fluent in speech, flattering, splendid looking, but rather slow in his movements. Associated with him was his brother, S. S. Jackson.

Dean & Payne were managers of the Northwestern Mutual Life, which did at that time a large semi-tontine business. Alonzo W. Kimball later became general agent. Mr. Kimball was really the inspiration for the spirit of the Northwestern Mutual Life in Chicago. He was a man of fine parts, of high ideals and ambitious to achieve something along life insurance lines.

There was associated with him in later years Charles Dyer Norton, who was sent to Chicago as assistant general agent. Mr. Norton was one of the most brilliant men mentally that has ever been in the Chicago ranks. He fairly scintillated with intellectual vibration. Later he became secretary to President William Howard Taft. He went to New York and made a name for himself in the banking and financial world. If Mr. Norton had remained in the life insurance business he would have emblazoned his name on the escutcheon permanently.

HERVEY S. DALE, friend of of everybody and everybody's friend, was manager of the Union Mutual Life. For many years he was treasurer of the Chicago Life Underwriters Association. Mr. Dale was another of those warm hearted, big souled, generous men who loved people and did everything he could to help his friends along.

Winfield N. Sattley, manager of the Manhattan Life, was one of the men who blossomed out in the '90s. He was a great pal of Ben Williams and George Schilling. They made the world safe for life insurance men wherever they went. Mr. Sattley was rubicund and rotund. He was a splendid dresser and created a breeze as he went along.

D. G. DRAKE was manager of the National Life of Vermont. He seemed hewed out of New England rock. At times he was cold and austere. I often felt of him as appropriate with the National Life of Vermont, rock ribbed and stalwart among the Vermont mountains.

Edward A. Ferguson loomed up as manager of the old Nederland, one of the few foreign companies that operated in the United States. Later he became manager of the Union Central Life, being the first real impelling force that it had in Chicago. He was responsible for its present fine agency.

ONE of the present old timers in the city is Jesse E. Smith, manager of the ordinary department of the Prudential. Mr. Smith has attended strictly to business. He has not been a factor in the Chicago Life Underwriters Asso-

ON LA SALLE STREET IN 1888

This is a view of La Salle street looking south from Madison in 1888. The towering structure on the northeast corner is the Tacoma building. On the northwest corner are the old buildings that were replaced by the Hotel La Salle. On the southeast corner is the old Roanoke building at 145 La Salle street, that preceded the present magnificent structure. It was the former home of The National Underwriter. There was an entrance at 155 La Salle street between the Roanoke building and the old National Life building where the local office of Davis & Requa was located. On the second floor was the Germania Fire. In those days many insurance offices were located in the basements, visitors having to go down a few steps into the offices. Then the offices on the first floor were reached by steps leading upward. The Roanoke building is characteristic of the insurance geography of La Salle street. There can plainly be seen the basement offices and the first floor entrances. Across the way in the very forefront of the picture on the right is the old National Life building which was 159 La Salle street. The office on the corner, on the first floor, was occupied by Moore & Janes. The panel signs in front are discernible, they being the St. Paul Fire & Marine, Hartford Fire, and one or two others that can not be read. Across the way on the same floor were the offices of George C. Clarke & Co. Over the entrance was the sign of R. G. Dun & Co., the credit people, whose Chicago headquarters were in this building. On the second floor was the Fireman's Fund western department. Across the way from the Roanoke building was the old Otis block. Beyond the Otis building and across the alley was the Bryan block, the first home of THE NATIONAL UNDERWRITER in Chicago. Up the alley from the Otis building was the famous Schimpferman's restaurant facing on Madison but running back to the alley. R. W. Hosmer & Co. had their office in the Otis block on the corner of the alley. Munger, Ebbert & Co. had their office in the Otis block on the corner of Madison and La Salle.



ciation to any great extent, but he has always been fair and square. Long after this day there came to Chicago as general agent of the Mutual Benefit Life, one of the strongest and most forceful characters we have had in the business, Richard D. Bokum. Mr. Bokum was a man of remarkable ability and instincts. Physically, mentally and spiritually, he attracted people to him.

W. PERCY CRENSHAW was a soliciting agent and later became general agent of the Connecticut Mutual Life and finally opened up an ordinary office for the Metropolitan Life. At one time he was Chicago manager of the old Covenant Mutual Life of



OSCAR A. STOFFELS

St. Louis, of which L. A. Cerf, later New York City general agent of the Mutual Benefit, was vice-president and general manager. Mr. Crenshaw was pretty much of a dilettante in life insurance, full of theory and never blossomed as he should have.

IT has not been my province to bring life insurance down into the 1900 period. That would be a bigger subject yet. I have tried to look back prior to 1900.

On the dividing line would come Dr. Hiram C. Castor, who opened the agency of the Connecticut General Life; Darby A. Day, who succeeded William B. Carlile with the Mutual Life; William Franklin Crawford, who came to Chicago from Pittsburgh and put the Equitable Life of Iowa on the map in Chicago, and others.

ALONG with the general agents in Chicago it is worth in passing to speak of the development of the home companies. The National Life, U. S. A., was moribund for a number of years, but later was revived and has made great progress under the able management of A. M. Johnson, and Robert D. Lay. The Illinois Life has been a Stevens institution. Its founder was James W. Stevens, now the chairman of the board, who promoted the Hotel La Salle and the Hotel Stevens. He sprang from the famous Charles A. Stevens & Bros. family. The Stevens have become prominent in Chicago institutions. Raymond W. Stevens, son of James W., is now the active president of the Illinois Life.

ISAAC MILLER HAMILTON, president of the Federal Life, has built up a splendid company. He has always been a friendly official to the Chicago local agents. The North American Life came on to Chicago from Newark, N. J., having reincorporated under the Illinois laws. John H. McNamara, the president, is now chairman of the board. All the founders of the North American Life were former New York Life men. Almost all its directors are life insurance men at the home office or in the field.

Other Chicago companies have come into the field and have shown a spirit of friendship.

I often think about the contrast between life insurance in 1888 and now. There were about 15 or 20 companies whose general agencies were doing from $500,000 to $2,000,000 new business a year. At that time $100,000 a year was a large amount for a soliciting agent to write. Policy contracts were full of restrictions. Assessment companies were formidable competitors, such as the Mutual Reserve Life, Massachusetts Benefit, Northwestern Masonic Aid, Covenant Mutual of Galesburg, etc. Now some of the general agencies in Chicago write from $10,000,000 to $30,000,000 a year. Some agents produce upwards of $1,000,000.

SOMETIMES I am tempted to look forward to 1988, but even the most gifted can hardly see what life insurance will mean to the great city of Chicago at that time.

During my association with the business I have been inspired and encouraged by the magnificent men with whom I have been associated. Chicago has done much for the material well being of people. Life insurance men have been great contributors to the onward progress of the great metropolis.

Always Adhered to Sound Underwriting Principles

INSURANCE methods are progressive. Out of the old curbstone rating and guess work underwriting slowly grew a systematic and scientific method. Rates began to show penalties for slovenly risks and merits for elimination of hazards. Out of an underwriting classification of 25 grew a system of classifying various risks into over 500 different classes—a system that made underwriting safer and put the hazard on a sounder basis.

Insurance is unquestionably the most unselfish branch of commerce and each improvement and betterment in the conduct of the business becomes a benefit to the public. One of the first agencies to realize the importance of this march of progress was the firm of Oscar A. Stoffels Company, Inc., established Jan. 1, 1909. Starting in an exceedingly small way, he constantly had an eye on improvements. "To make things more certain" was his daily ambition.

MANY educational tracts were issued from time to time. One had as a basis the thought, "Paying insurance premiums uninterruptedly will never make you poor, but one unforeseen loss may seriously embarrass you." Another slogan also worked very successfully, "How do you feel when the fire bells ring."

Having a legally trained mind, he was naturally of an analytic nature. He enjoyed the "Universal" schedule as a classic. When later the Dean schedule replaced it, that, too, received his attention. To make underwriting safe he prepared a schedule for underwriting purposes which, if used, would indicate the proper amount of insurance safely to be carried on any risk in any particular class. This assisted very much in establishing the record that every company that was ever represented in the office operated at a profit.

THE last pamphlet was the "Protector," a booklet for the assured, setting out in plain language the origin and theory of insurance. Over 70 branches were listed and carefully described. It received wide mention and soon requests came from almost every state of the Union and from many foreign countries. Even Australia called for several copies.

Mr. Stoffels recalls many humorous incidents, and still gets much pleasure out of the business. Being a keen judge of human nature, he points with pride to the fact that without the assistance of any bonding company during the past 25 years, he lost hardly more than $200 in collections.



EDGAR O. STOFFELS

The agency was incorporated in 1926 and the second generation, represented by Edgar O. Stoffels, the son of the founder, is now in active charge. Having received a careful training in the fundamentals of business and insurance, he bids fair to make a good record and to build up solidly and safely on the foundation that was laid during the first quarter century.

Holger de Roode, Chicago agent, was formerly western manager of the Clinton Fire of New York in Chicago, the Southern California and Providence-Washington. He was chairman of the first committee of the Western Union to get up a coinsurance clause.

Chicago First Meeting Place

A NUMBER of important insurance movements have started in Chicago. Some of the great national organizations have had their inception in that city, the American Life Convention being one of these. On Dec. 25, 1905, there met at the Great Northern hotel in Chicago a group of executive officers of life companies of the central, western and southern states. Life insurance conditions were not satisfactory. There was then much destructive competition. Officials were not personally acquainted with one another. The companies in the west and south had been largely organized since the Armstrong investigation. They had adopted the preliminary term method of valuation in order to carry on their work successfully. It was felt that the old-time companies on the full reserve basis were endeavoring to secure legislation prohibiting the preliminary term method. The newer companies, therefore, saw that unless they warded off such measures and were able to continue on the preliminary term plan they would be unable to stem the tide. The need for an organization of the newer companies, therefore, was most apparent.

THE men who gathered at Chicago on that eventful day for the conference consisted of Joseph B. Reynolds, president of the Kansas City Life, who had been actuary of the Missouri insurance department; Edmund P. Melson, president Missouri State Life; Arthur Jordan, president and Everett Wagner, vice-president, Meridian Life & Trust of Indianapolis; William M. Radcliffe, secretary, Register Life of Davenport; Thomas A. Cobb, director, and W. A. Lindly, secretary, Security Mutual Life of Lincoln; Samuel Bosworth Smith, counsel Volunteer State Life, Chattanooga; M. A. Woollen, president, and Charles E. Dark, vice-president, American Central Life of Indianapolis; W. C. Wilson, president, Bankers Life of Lincoln; B. H. Robison, president, and Thomas W. Blackburn, counsel, Bankers Reserve Life of Omaha; Herman Brockman, secretary, Columbia Life of Cincinnati; Mrs. C. E. Rawson, vice-president; C. H. Philpott, vice-president and John M. Emery, actuary, Des Moines Life; Isaac Miller Hamilton, president, and Romeo M. Wilbur, secretary, Federal Life of Chicago; J. T. Casey, vice-president, Guaranty Life of Davenport; and George B. Peak, president, Central Life of Des Moines.

Mr. Reynolds was elected as temporary chairman and Mr. Blackburn temporary secretary. The committee on credentials consisted of Mr. Lindly, Mr. Wagner and Mr. Radcliffe. The committee on organization and order of business consisted of Mr. Philpott, Mr. Woollen, Mr. Wilson, Mr. Casey and Mr. Jordan. The committee on resolutions was Mr. Robison, Mr. Smith, Mr. Dark, Mr. Hamilton and Mr. Emery.

Mr. Melson proposed some resolutions which he placed before the conference reading as follows:

"Whereas, Present conditions in the life business make it necessary for the life companies to organize for the protection of the best interests and welfare of the policyholders,

"Resolved, That in order to properly carry on the foregoing, that this meeting proceed to effect a permanent organization, appointing the necessary committees and adopting such rules and regulations as will best serve the best interests of the policyholders of the respective companies;

"RESOLVED, That this meeting in addition to a mutual exchange of ideas does create a bureau of publicity for the purpose of making public those things that are deemed detrimental to the best interests of the policyholders as well as the companies and among which are the following: (1) Agents whose work or settlements have been unsatisfactory; (2) To prevent 'fliers' commonly known as persons who take insurance for one year in one company and replace it in another company the year following, thus entailing useless expense on legitimate policyholders, and encouraging speculation in life insurance. (3) To protect life insurance companies from 'hold-up' examinations by predatory and incompetent examiners, who use the cloak of their official position to extort for their own personal benefit money belonging to the policyholders under the guise of necessary examination. (4) To use all honorable means to relieve the policyholders of the present unjust and oppressive system of taxation and licenses, whereby the life insurance business is taxed more than any other industry of the kind in this country and which is tantamount to a tax on thrift. (5) Legislators who introduce insurance bills of the 'sandbagging' variety with the sole purpose of personal pecuniary reward therefrom, regardless of the interests of the policyholders."

There was considerable discussion over this resolution and

Security Life Is 26 Years Old; Shows Steady Growth

WHILE the Security Life of America is a Virginia corporation, it is distinctly a Chicago company, its executive offices being in Chicago and its directorate coming largely from the outstanding business men of that city. The company was organized in 1902 and in its 26 years has developed conservatively and strongly. The admitted assets are $9,000,000 and insurance in force is $61,000,000.

THE Security Life is growing rapidly. It now has 480 agents and the field organization is constantly being expanded. Though the growth has been rapid, the same faces have appeared in the company's ranks for a decade, demonstrating that its aim is permanency of representation. The Security has a number of $1,000,000 agencies and many more are now approaching that mark. That the company has amply satisfied its policyholders is demonstrated by the unusually favorable renewal experience. Also the underwriting ability of the company is reflected in an unusually favorable mortality experience, well below the rate provided by the premiums. The business written by the company is non-participating, its policies covering a wide range of contracts, free from all restrictions as to residence, occupation, travel or military service. The disability and double indemnity provisions are offered and the company also provides for insuring the lives of children. Regular forms of insurance are issued from age 10.

W. O. JOHNSON, a keen financial man and former general counsel of the Erie Railroad, was president from 1906 to the date of his death in 1917. At that time he was succeeded by his son, O. W. Johnson, who is now president. Mr. Johnson had previously been secretary and treasurer during the presidency of his father. S. W. Goss is agency vice-president and has been with the Security since 1911. He began with the New York Life and was superintendent of agents for the American Central for four years, going with the Security in 1911. Secretarial and actuarial honors are in charge of J. Charles Seitz, a fellow of the American Institute of Actuaries and always prominent in its sessions. Mr. Seitz is author of the book "A System of Accounting for Life Insurance Companies." Dr. S. S. Werth is medical director and has held that position since 1906, with the exception of a short term in the field as general agent. L. S. Broaddus is inspector of agencies under Mr. Goss. He went with the Security in 1924 after 12 years with the Northwestern Mutual and Central Life of Iowa.



O. W. JOHNSON S. W. GOSS J. CHARLES SEITZ

finally the whole matter was laid on the table. The committee on resolutions, however, brought in a report as follows, it being adopted.

"Resolved, That we favor the utmost publicity in the life insurance business. We invite the closest supervision of honest public officials. We favor such uniformity of laws in the several states as shall safeguard the interests of policyholders, avoid abuses and acquaint the public and policyholders with all the details of the business. We believe in taking the policyholders into the confidence of the management and believe that corrupt officials should be promptly punished. The searchlight of careful, competent and honest investigation has no terrors to honest life companies.

"RESOLVED, That we are opposed to any interference with state supervision and control of life insurance companies; that federal supervision is not expedient and we believe is unconstitutional and under existing conditions we are opposed to it. We endorse strict state supervision.

"In support of this resolution we suggest the following:

"The Supreme Court of the United States has frequently held that interstate insurance is not interstate commerce and we therefore believe federal supervision as proposed is unconstitutional and that Congress cannot make that commerce which is not commerce by a simple enactment or resolution.

"FEDERAL supervision is inexpedient because it involves years of expensive, uncertain litigation, the unsettling of fixed principles of the legal interpretation of policy contracts and obligations and may seriously impair the securities of life insurance. It involves the enactment of federal laws which will conflict with laws now in force in the several states affecting life insurance and it refers to a body which has never legislated upon the subject, a question which for fifty years has been considered the sole province of the state legislatures.

"If state supervision has failed through the incompetency of an individual commissioner, this is an argument against taking from the fifty state departments the authority and power to protect their policyholders. If a state superintendent can be venal or incompetent, a national superintendent is subject to the same influences; with the power in the hands of one man, his shortcomings would affect the country at large, while the failure of one official can, under existing conditions, be neutralized, ameliorated and corrected by those of the various other states.

"SUPERVISION of life insurance and life insurance companies should be free from partisan political influences and fifty state commissioners cannot in the nature of thing be so susceptible to partisan political intrigue as a single appointee. Furthermore, state commissioners cannot under any conditions become the creatures of combines, trusts or corporate cooperation.

"No one man should have the power to formulate rules and regulations, interpret laws, and execute the same for a system of business transactions extending throughout the nation; under conditions which vary with locality; contracts issued under laws formulated and adjusted to the conditions surrounding them. Any change at the present time would be against the charters of the respective compaines, and the result would be disastrous to the interests of the policyholders, all policies having been issued under existing state laws."

MR. ROBISON, as chairman of the committee, presented the resolutions. It was voted to have an executive committee consisting of five members of which a chairman would be one. The other members appointed were Mr. Smith, Mr. Dark, Mr. Peak and Mr. Robison.

Mr. Blackburn moved that the executive committee call a meeting for Jan. 30, 1906 at the Jefferson hotel in St. Louis for further conference. It was suggested that the committee be requested to prepare a program of topics for discussion and invite representatives of legal reserve companies in the western, central and southern states to attend and participate. Mr. Smith, Mr. Peak and Mr. Blackburn were selected as a committee to prepare a report of the proceedings for the papers.

J. B. REYNOLDS served as the first president of the American Life Convention and has long been regarded as its first citizen, so to speak. He was elected to the presidency a second time a few years ago. The organization has grown to great proportions. The guiding star, philosopher and genius of the American Life Convention was Thomas W. Blackburn, who served from the first as secretary, became the salaried officer, being elected general counsel and manager. Mr. Blackburn was a great force in life insurance. He fought the battles for the newer companies and lived to see the day when all legal reserve companies of repute were in perfect harmony. Mr. Blackburn retired from office at the time of the Detroit convention in the fall of 1927.

Claris Adams, prominent insurance attorney of Indianapolis, was elected in his stead. The headquarters of the American Life Convention during Mr. Blackburn's 20 years in office had been in Omaha but were changed to the Shell building in St. Louis. It is significant that the Shell building is located near the Jefferson hotel where the Jan. 1, 1906, conference was held. Isaac Miller Hamilton, president of the Federal Life of Chicago, who was one of the founders of the organization, has served as its president and has always been conspicuous in its counsels. The Chicago companies that are members of the American Life Convention are the Federal Life, National Life, U. S. A., North American Life, Peoples Life, Illinois Life, Mutual Trust Life, Security Life and Great Northern Life.

The Chicago Board in 1856 established grain rate via lake from Chicago to Buffalo as 1¼ percent during May, June and July, 1½ percent in August and September, 2 percent in October, and 3½ percent for balance of season.

Peoples Life of Chicago Has Made Rapid Strides

THE People's Life of Chicago is one of the aggressive local companies which has made rapid strides in recent years. The company was organized in 1908 by Elon A. Nelson and Fremont Hoy. Mr. Nelson was elected president and served as such for 15 years. Seymour Stedman, nationally known lawyer, succeeded him and is president at this time. Mr. Hoy was elected vice-president and secretary and continued in that capacity until 1916, when his resignation as secretary was accepted and A. D. Hoy was elected to succeed him. A. D. Hoy continued as secretary until January, 1922, when the present secretary, G. L. Lutterloh, was elected.

THE company's management during the first 15 years was very conservative and its growth slow. In 1921 it had slightly less than $5,000,000 of business in force. It will close 1928 with approximately $20,000,000 of insurance in force and a capital and surplus of approximately $1,000,000. During the last six years, its business has increased four times its 1921 total and its assets and surplus have increased to a degree that puts it in the ranks of the strong institutions. Business is confined to four states, Illinois, Indiana, Ohio and Missouri, each state in charge of a general agent of ability, working under the supervision of E. J. Cotter, assistant secretary and agency manager. The company was one of the first to write juvenile policies



G. L. LUTTERLOH,
Secretary Peoples Life

on an annual basis and it offers a broad policy range.

THE Peoples Life is located in its own home office building at Randolph and Wells streets in Chicago and its present officers are: President, Seymour Stedman; vice-president and actuary, L. A. Glover; secretary, G. L. Lutterloh; assistant secretary, E. J. Cotter.

Federal Reserve Life Is Strengthened by Mergers

CHICAGO life insurance history is still being written, as evidenced by the new and enlarged Federal Reserve Life launched under the new management as this issue goes to press. This is a Kansas corporation with branch offices in Chicago. It now includes the United States Reserve of Missouri and the Farmers National Life of Indiana, the latter being an old Chicago company. It starts its new era of development with over $7,000,000 in assets and over $73,000,000 insurance in force, and its most important asset, an



E. W. MERRITT, JR.

aggressive field organization built up from the merging of the three units retained intact.

THE story of the Federal Reserve is very largely a history of Massey Wilson, chairman of the board, and E. W. Merritt, Jr., president. These two men have long been active in the western insurance world and give the organization an effective leadership. Mr. Wilson was formerly president of the International Life of St. Louis, retiring from that organization in 1925.

Mr. Wilson turned his attention to the upbuilding of the Federal Reserve Life early this year, when he joined with Mr. Merritt in acquiring control of the companies which now go to make up the Federal Reserve.

E. W. MERRITT, Jr., has had a long insurance career, the last 10 or 12 years having been devoted to the purchasing or consolidating of life companies in the middle west. He graduated from Harvard in 1904 and spent the next two years as football coach at Williston Seminary at West Hampton, Mass., and at Allegheny Preparatory School at Pittsburgh. While there he developed a number of the outstanding football stars of the next few years. In 1906 he turned from that work to life insurance, taking a rate book for the American Central Life at Pittsburgh. He shortly became state manager in Pennsylvania and then about 10 years ago he entered the financial market, devoting his attention to insurance shares.

LAST year Mr. Merritt directed his attention to the purchase of the three companies which now are merged in the Federal Reserve, and this new aggressive organization is the result. He purchased the United States Reserve in March of this year, that company having $5,500,000 in force and $500,000 in assets. Later, the same month, he and Massey Wilson together bought the Federal Reserve Life of Kansas City, Kan., entirely eliminating the Gregory interests which had formerly controlled the company. On May 17 the United States Reserve was reinsured by the Federal Reserve, giving it $32,000,000 insurance in force and assets of $3,500,000.

IN July Mr. Wilson and Mr. Merritt purchased the majority interest of the Farmers National of Chicago, in which they now hold 75 percent of the stock, and in the closing weeks of the year the reinsurance of the Farmers National in the Federal Reserve was effected. The Kansas and Indiana insurance departments, the stockholders, directors and policyholders all unanimously approved the deal.

It was decided to assume the name of the Kansas company, the Federal Reserve Life, as it is a strong name and there had always been a sales resistance in the name of Farmers National in so far as urban business was concerned.

THE Federal Reserve Life was organized in 1919 by W. H. Gregory and D. H. Holt, but the Gregory interests have been taken over by the new owners and under the new company the entire organization has been taken over, as is also true of the field force of the Farmers National, which is taken over by the Federal Reserve. Mr. Wilson is chairman of the board; Mr. Merritt is president. The other officers are: First vice-president, Frank L. Travis, former Kansas insurance commissioner; executive vice-president, D. H. Holt; secretary, V. B. Holt; assistant secretaries, J. J. Kalousek and J. B. Harden.

Conservatism Has Marked History of Central Life

ONE of the attractive architectural additions to Chicago's handsome "Boul Mich" is the comparatively new home office building of the Central Life of Illinois, located not far from the Drake hotel and in the heart of the new business district. The Central Life is now a Chicago company, thoroughly established in its home office city and aggressively extending its territory. It was organized as an Illinois company, but its original home office was in the central part of the state. In 1907 a group of down state men, headed by Judge H. W. Johnson and Judge W. H. Hinebaugh, both of Ottawa, launched this corporation with $100,000 capital and not a cent of organization expense. Organization work was carried out without excessive speed and 22 months were consumed in preparing it for operation. During that period the company sold 20-year term insurance under an assessment charter at old line rates. This business was rewritten to standard forms on the old line basis and profits of $14,500 were turned over to the new organization, thus obviating the necessity of organization expense.

AT the outset Judge Johnson was elected president and Judge Hinebaugh became general counsel. Dr. W. F. Weese and Charles Nadler were vice-presidents, Samuel B. Bradford was secretary and treasurer and Dr. T. W. Burrows was medical director. These men managed the company continuously until the death of Judge Johnson in 1925 and with this exception the organization is still directed by the same officers. Minor Morton, however, has since been retained as agency director. Judge Hinebaugh became president upon the death of Judge Johnson and the company is now forging ahead under the leadership of Judge Hinebaugh.

The consulting actuary at the time of the organization of the company was Major Brinkerhoff, for many years connected with the Illinois insurance department. Major Brinkerhoff was succeeded by George Graham as consulting actuary. Mr. Graham is a past president of the American Institute of Actuaries, past president of the

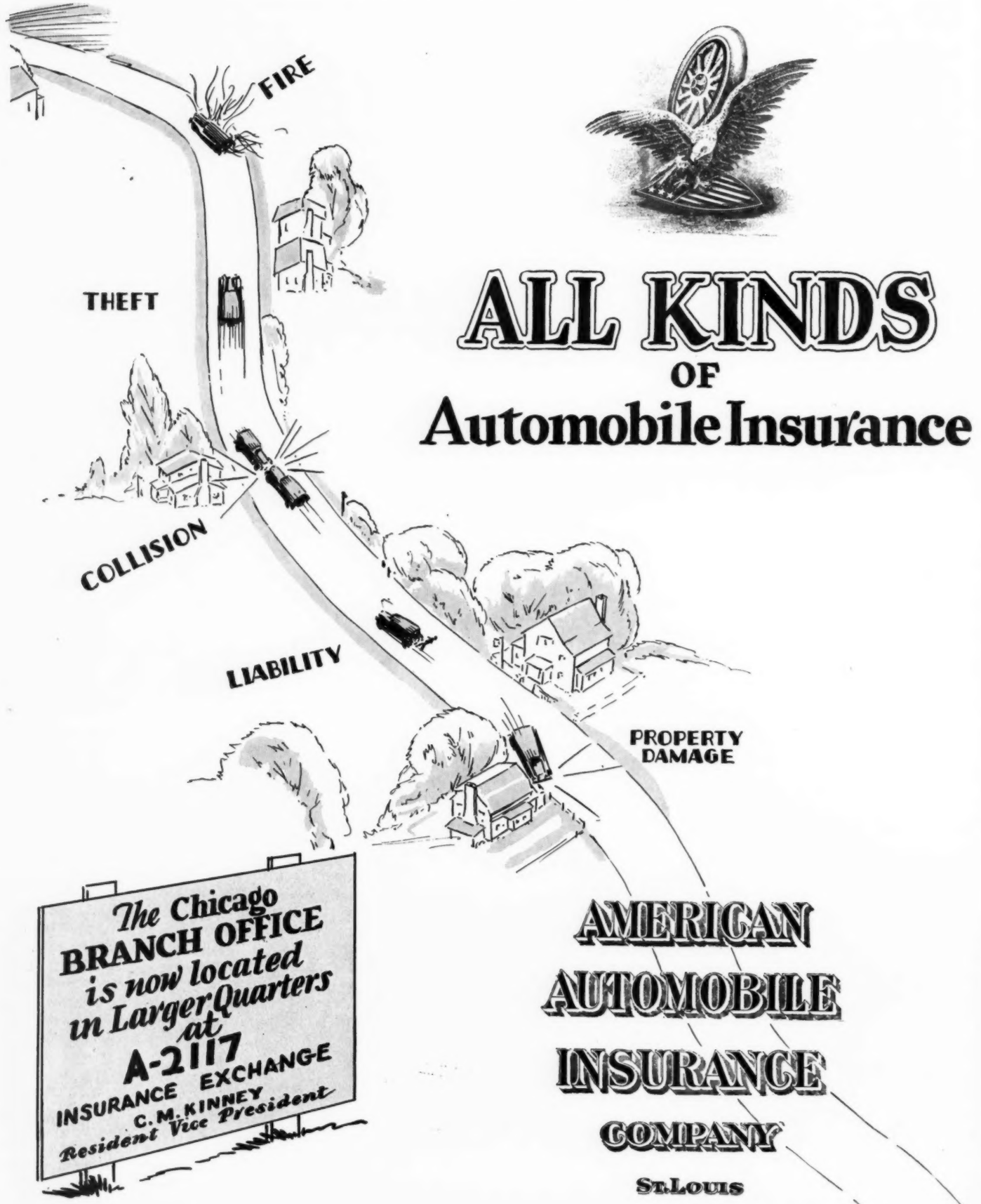


W. H. HINEBAUGH

American Life Convention and vice-president and actuary of the Central States Life of Missouri.

THE policy of the company has not been to show a large business in force at the risk of future stability and permanency of the organization and thus the earlier efforts of the company were confined largely to the rural districts. Today the company is entering in a careful way some of the largest centers of population where it is meeting competition on the strength of its record. It was in 1923 that the company moved its home office from Ottawa to Chicago. The decision was made early in the year and the company entered the completed building in December. The building is one of the most attractive on the drive and looms up before all southbound motorists on Michigan boulevard.

The Central Life has grown steadily and conservatively un-



ALL KINDS OF Automobile Insurance

AMERICAN AUTOMOBILE INSURANCE COMPANY

ST. LOUIS

L. A. HARRIS, *President*

til its assets exceed $8,000,000 and its insurance in force is approximately $60,000,000. It has kept pace with underwriting developments and issues modern policies on both participating and nonparticipating plans. Those in charge of the company's affairs have had a wide business experience and, although at the beginning they were not particularly trained along technical insurance lines, they have acquired an unusual grasp of the business and its high ethical standards. The company operates in 22 states and it has been its plan to invest the reserves in states and communities where the business has been originated. A large percentage of the assets are invested in first farm mortgages and high class city real estate mortgages and the investment record has been gratifying.

JUDGE William H. Hinebaugh, president of the Central Life, is a prominent figure in Illinois. He was born at Marshall, Mich., in 1867 and received his education there, but later moved to Illinois, being admitted to the Illinois Bar in 1893. He was assistant state's attorney in La Salle county in 1900, serving two years in that office. From 1902 to 1913 he was county judge in La Salle county. Judge Hinebaugh became one of the prominent Republican leaders in the state and was chairman of the Republican county central committee for several years. He resigned in 1912 to join the Progressive party. At that time he was elected to the 63rd Congress from the 12th Illinois district, serving for two years. While in that Congress he organized the Progressive party in the House of Representatives.

IN 1907 Judge Hinebaugh, while county judge, had participated in the organization of the Central Life. He had served as a member of the board of directors and executive committee and also as general counsel. He still held this post when the company was moved to Chicago in 1923, though in recent years he has given his entire time to the business of the company. In 1925, upon the death of President Johnson, Judge Hinebaugh was elected president and now holds that post. He has always been active in the general activities of life insurance. He was chairman of the legal section of the American Life Convention and the first chairman of the financial section, when it was organized two years ago. Judge Hinebaugh has been an honorary member of the executive committee of the American Life Convention and he is highly esteemed by his fellow executives in the west.

Illinois Life Is Housed in Its Own Handsome Building

HOUSED in its new home office building, one of the most handsome business structures in Chicago, the Illinois Life this year celebrated the 35th anniversary of its founding by James W. Stevens, now chairman of the board. The activities of those early years were in sharp contrast with those of today, meager office accommodations having given way to the best and newest in home office quarters space—and financial certainty having replaced the somewhat difficult early years of the founders of the company. At the outset, each death loss was viewed with apprehension and on one occasion it was necessary for Mr. Stevens to temporarily advance from his own money the amount necessary to pay one of the losses. He stood by the company during the stress of the early days and saw the development of an institution which was to become one of the strong life insurance organizations of the west.

WHEN the company was incorporated, it was accomplished without a cent of organization expense, the capital and surplus being contributed intact to the treasury of the company. Some of the early reports show that the company was soon aggressively under way, the statement at the opening of 1900 showing insurance in force of nearly $8,500,000 and admitted assets of nearly $200,000. Those figures do not compare with the present strength of the company, but they indicate excellent progress in the formative years. Now the annual statement shows insurance in force of well over $176,000,000 and admitted assets of well over $36,000,000. The surplus to policyholders today is very nearly equal to the total insurance in force at the opening of this century.

DURING its entire life time, the Illinois Life has been under the same management. James W. Stevens organized the company and was its first president, remaining as such until he was elected chairman of the board, when his son, Raymond W. Stevens, was elected president. Those are the positions now held by these two men. The early business training of J. W. Stevens was that of a salesman. He started as a clerk in a country store, grew into the proprietorship of the largest and most successful mercantile establishments in McDonough county. He later moved to Chicago and entered the State street firm of Charles A. Stevens & Bros. He did not relinquish that connection to operate the insurance company, as indeed the early years of the insurance organization would scarcely suffice to provide his financial desires.



JAMES W. STEVENS

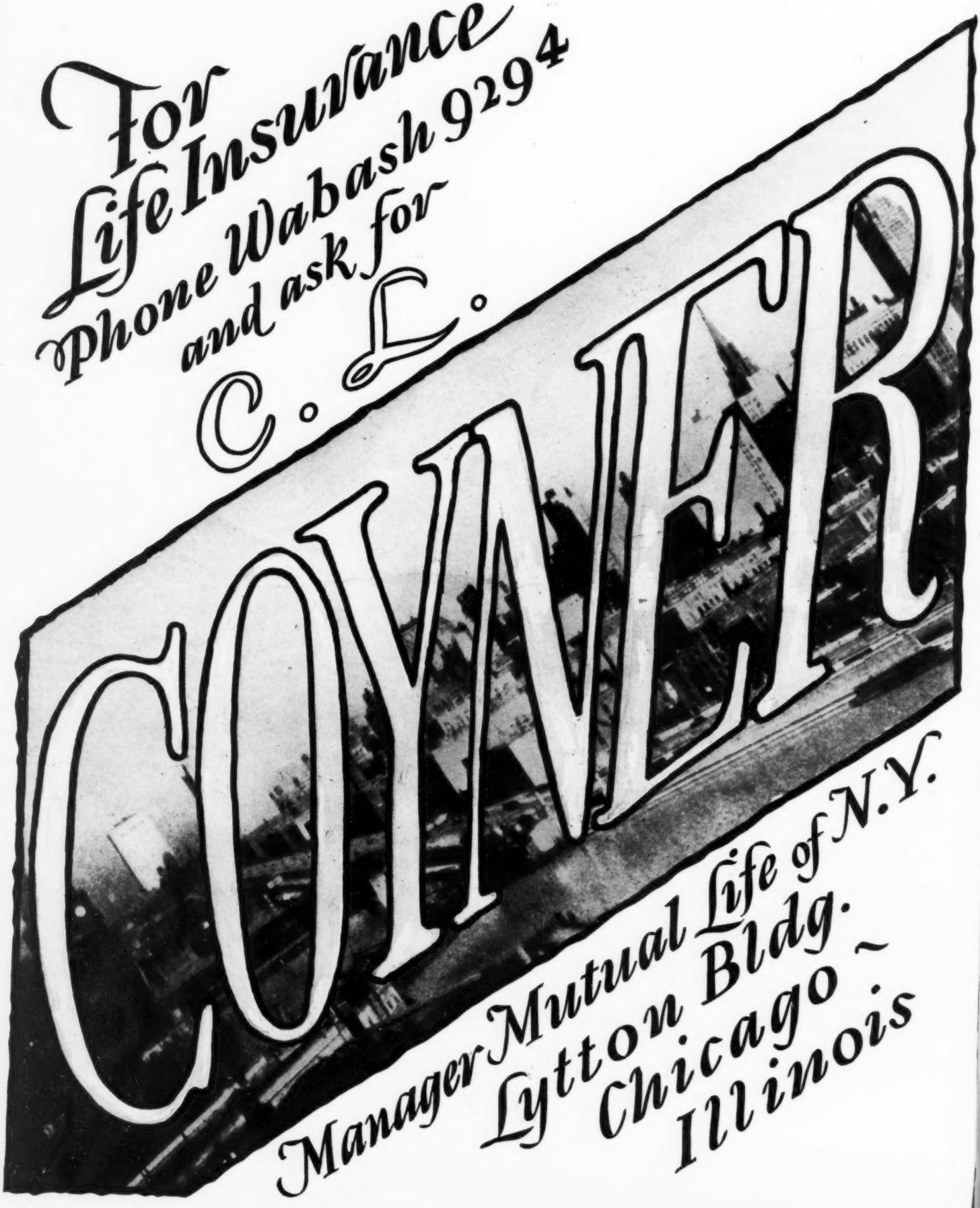


RAYMOND W. STEVENS

RAYMOND W. STEVENS, now president and for many years the active leader of the organization, has been with the Illinois Life practically its entire career. He has spent all of his insurance career with the company. He began as a solicitor in 1896 on a full-time basis and, in fact, had been somewhat connected with the organization on a part-time basis from its inception in 1893. In 1900 he became vice-president and in 1924, when J. W. Stevens became chairman of the board, his son became president. R. W. Stevens, as is true of the entire Stevens family, is also a director of the Hotel La Salle, the Stevens hotel, Charles A. Stevens & Bros., and some other corporations. Both father and son have always been held in high esteem by the entire field organization and home office staff and also by other life insurance executives throughout the country.

LOYALTY and enthusiasm have been the foundation stones upon which the Illinois Life has been erected and this is always reflected in the agency gatherings at the home office. The company operates only in eight states, but it has developed an aggressive agency organization in each of these. It is of interest to note that this company pioneered in underwriting developments, being one of the first companies to include in its contract a disability provision. In the early certificates issued in 1893, there was a disability clause providing payment of one-half of the amount insured in the event of the assured's total and permanent disability. In all underwriting features the company has kept pace with the business and offers a full line of contracts of a non-participating form. It is interesting to note that of all of the strictly non-participating companies in business when the Illinois Life organized, only three have more insurance in force than the Illinois Life.

Louis O. Kohtz, who was Chicago general agent of the Aetna and in charge of its marine department, entered the service of the Aetna's local office in 1868. He served as president of the Chicago Board.


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Engineering Training Aids Fohr in Agency Building

AT the age of 25 Louis J. Fohr, one of the three Chicago general agents of the Connecticut Mutual Life, was president of the Vincennes, Ind., Traction & Light Company. At the end of the third calendar year of his incumbency as a Connecticut Mutual general agent his agency stood in 19th place for production among all the general agencies of the company. These records in disparate fields indicate that no matter what kind of task he undertakes, his ambition is to be the most competent among all who work at the task.

MR. FOHR began life in DeKalb, Ill. He studied mechanical engineering and as soon as his schooling ended he entered the employ of the S. S. Bush Syndicate of Louisville, Ky., an organization that operates city railways, power plants and water works in six states. When he left DeKalb at the age of 23 he was general operating superintendent of the syndicate in that community. His employers sent him to Vincennes as general superintendent of their work there, and in a short time he was advanced to the presidency. A short time later he was sent to Louisville to fill the chair of the syndicate president, who was forced by illness to take a vacation from duty.

LATER, seeking to improve his status in the world, Mr. Fohr came to Chicago. Since his early work was in the utilities field, he sought another connection in that field. An offer was made him by the United Utilities Corporation. This did not attract, and he then decided to enter the selling end of some business, in order that he could determine his own future through his personal effort and his ability to make men see a proposal as he sees it.

Engineering training is to a large degree training in the necessity of analyzing carefully before acting. Mr. Fohr was trained as an engineer. Therefore, he made an intensive study of trends in business before he selected the business in which he would make his bid for progress. Life insurance was his choice, the reason being that close study of trends in the business showed that it was constantly growing, and that when a level suceeded a peak in production, the level always was higher than the preceding level.

MR. FOHR joined the Travelers life department as a field assistant in Chicago under William H. Kolb. After less than a year as field assistant he was promoted to assistant manager and was given the job of opening the first Travelers life office outside the loop. It was known as the uptown office and was located at 1222 Wilson avenue. The office now is in the Sheridan Trust & Savings Bank building.

This branch was an experiment. Space was rented, but there were no agents to use the space. In three years, however, the branch had a staff of 32 full-time producers and had gone far beyond the experimental stage, and Mr. Fohr had an assistant branch manager working with him.

AT the end of three years Mr. Fohr returned to the downtown office and began organization of a larger agency force. His first act was to employ and train four assistants. The Travelers took larger space in the Insurance Exchange and opened agency rooms with 80 desks. In but a little more than a year Mr. Fohr employed and trained 50 agents and the downtown office went over as an outstanding success in the Chicago field.

At about this time Mr. Fohr became ambitious for an agency of his own. An offer was made by the Connecticut Mutual Life and the former Travelers man accepted it—three years ago last April. He abandoned at the outset the idea of being at once a personal producer and a general agent, gave all his time to agency building and to working with his men on the street, but always as an assistant to them, never as a competitor.

CHARLES T. MOON, the first agent Mr. Fohr employed, is now in the agency as supervisor. He is one of the staff of quality agents the chief has picked. Stress on quality producers never has been slackened. This looking for quality resulted in the Fohr agency's being at the foot of the Connecticut Mutual's general agency list nationally at the end of its first calendar year. At the end of the second calendar year it stood below 40th place. But at the end of the next year it had climbed to 19th position, and now is in 11th place nationally and in second place among the company's three agencies in Chicago. So far this year only two other agencies of the company have made larger paid-for increases over last year's production.

This accomplishment is based on agency training solely. Mr. Fohr has trained men throughout his business life and believes first in choosing high quality men, then educating them by effort in the office and on the street—making them make good. He spends some time on the street each day working with one or another of his men. In this manner, and only thus, he can learn how, and how well, each man works, and can suggest correction of defects.

On Jan. 1 Mr. Fohr intends to almost double his present office space in the Continental & Commercial Bank building and to increase the agency staff accordingly.



LOUIS J. FOHR

Many Eminent Men Among Fire Association Managers

THE western department of the Fire Association has always been interesting from the standpoint of its personnel. William H. Cunningham established the office in 1872 following the big Chicago fire. Therefore, it is one of the older departments in the west. Mr. Cunningham was a most affable man, a gentleman of the old school, who had a strong following. He had come to Chicago in 1862 and was the first clerk employed by J. R. Payson, who established the western department of the Security of New York. Mr. Cunningham acted as correspondent, writing all his letters out in longhand. He was made assistant general agent in 1864 and western manager in 1867.

FOLLOWING the death of Mr. Cunningham the firm of Belden & Bush was formed in 1900. John S. Belden, the senior member of the firm, was a warm friend of Mr. Cunningham. He had been western manager of the London & Lancashire and was very active in the west. Henry W. Bush was assistant manager under Mr. Cunningham for many years. Mr. Belden died in 1908 and John W. Robertson was brought into the Fire Association management, the firm of Bush & Robertson having been formed as managers.

Then came James W. Cochran in 1910 as western manager. This meant an entire reorganization and revivifying of the Fire Association business in the central west. Mr. Cochran is now president of the company. He is a master of office system. He can dispatch and distribute work with lightning-like rapidity. He came to Chicago from Dallas, Tex., where he was a general agent. Mr. Cochran has the distinction of being the founder of the Ohio Inspection Bureau, one



A. F. POWRIE

of the most efficiently managed organizations that has been established in the central west.

UNDER Mr. Cochran's management the Fire Association office and field force took on renewed life and its business began to be augmented greatly. In days gone by in Dallas, John M. Thomas had been in partnership with Mr. Cochran in the general agency business. Mr. Thomas had retired from the firm and come to Chicago as assistant western general agent of the Fidelity-Phenix, joining an organization with which he had been connected in years gone by. Thus the two men were thrown in proximity in the same field in Chicago. It was natural when Mr. Cochran was called to the home office as vice-president that he should turn with an appealing hand to his old partner and long-time friend. Mr. Thomas was appointed western manager and continued the splendid work of Mr. Cochran. Both men possess talents of an unusual order. It is interesting to note that another vice-president of the Fire Association, Walter L. Maillot, was formerly in the field in Texas and was a staunch friend of both Mr. Cochran and Mr. Thomas before assuming his present position. These three constitute a most happy home office triumvirate.

WHEN Mr. Thomas took office he called A. F. Powrie, state agent in Michigan, to the post of assistant manager. In 1923 Mr. Thomas became western manager of the Aetna and Mr. Powrie was promoted to the management of the western department, a position he has filled with great ability and credit to himself. In the change of the wheel of fate, Mr. Thomas and Mr. Cochran are again together at the head office of the Fire Association, Mr. Thomas being one of the vice-presidents. Thus the department has been a chain of close friends and associates.

Mr. Powrie has been in fire insurance since 1902. He went with the Fire Association in 1907 and is imbued with its traditions and history. He was in the Michigan field for the New York Underwriters and then with Providence Washington.

Associated with him in the management are Fred H. Burke, assistant manager, one of the old-time veterans of the Illinois field; Melvin LePitre, second assistant manager, who was formerly Illinois state agent, and H. K. Dickinson, second assistant manager, who was formerly Michigan state agent. These four are the executives of the department and they make a quartet of very harmonious workers.

Enables Assureds to Take Advantage of Sprinklers

JUST a quarter of a century ago a young man in Wisconsin, who was examining policies in the interest of the assured, discovered that practically the same style of risk, sprinklered, had an advantage of nearly 80 percent as compared with the unsprinklered risk. He conceived the idea of a campaign to install sprinkler equipment generally among unsprinklered risks, saving them this rate differential, and improving the value of the property and protecting the business. This young man was B. E. Phillips, and together with his father, M. C. Phillips, and his brother, E. J. Phillips, the Phillips Company was organized in 1904, and in 1905 was incorporated.

The purpose of the organization was the installation of automatic sprinklers to be liquidated out of the insurance savings. Inquiries disclosed that a somewhat similar proposition was being operated in conjunction with an insurance agreement whereby all of the insurance was to be written by an organization which would not only furnish insurance but supply sprinklers, to become the property of the assured at the end of the contract period, which usually ran from 10 to 15 years. Under the Phillips plan, it was purposed to supply the sprinklers irrespective of insurance, but using the savings to liquidate the equipment cost.

Just as a concrete example, the first installation made by the Phillips Company was on a risk which was carrying $100,000 of insurance, the unsprinklered rate being $3.95. The sprinklered rate was $1, which would give a saving of $2,950 a year. This was a furniture factory and it was equipped in 1905. It carried the sprinklered rate of $1 for about seven years, then that rate was reduced to 75 cents for seven or eight years, and it was then 50 cents for four or five years, and now it enjoys a rate of $1 for three years. This sprinklered system alone in the last 24 years has saved that policyholder over $100,000, which is in excess of the insurance that was carried on the entire plant when the sprinklers were installed.

THE next year the company made three contracts with paper mills and also contracted with the J. S. Ford & Johnson Company involving four plants. The savings amounted to $11,000 a year. All the contracts ran seven years. The financing business has grown steadily in this connection, until in the last 10 years the insurance savings that have been applied toward the equipment cost by the Phillips Company have run from $100,000 to $150,000 annually. The tendency of sprinklered rates has been steadily downward. The importance of this situation to the local agent and broker has been particularly stressed by the Phillips Company in recent years.

ABOUT five years ago it made an effort through the columns of the insurance press to direct the attention of agents and brokers to the importance of automatic sprinkler protection from a fire protection standpoint, urging them to promote these deals rather than wait for a competitor to invade their business and compel them to urge sprinklers.

The Phillips Company's present organization is the same with the exception of the death of M. C. Phillips, father of the originator of the company and the first president. Thomas H. Gill of Milwaukee is now president. He has been active in the insurance world for 25 years. E. J. Phillips has been vice-president since the organization. B. E. Phillips has been secretary and treasurer since 1905.



B. E. PHILLIPS



E. J. PHILLIPS

Agency Founder Paid First Loss After Chicago Fire

CRITCHELL, Miller, Whitney & Barbour has succeeded several well known agencies: The R. S. Critchell Agency, organized in 1868; the Granger Smith Agency, organized in 1873 (which became Smith, Miller, Whitney & Barbour not long afterward); the Charles W. Drew and the Pellet & Hunter agencies, dating back to 1875; N. J. Bennett's agency and Waller, Chandler & Grey.

The Critchell agency celebrated 50 years representation of the Springfield about two years ago, President Bulkley coming on from Springfield to honor the occasion. At that time it was stated that the Springfield's loss ratio for the 50 years was 42.3 percent and the profit, above all losses and expenses, to all companies to that time was over $8,000,000.

OTHER companies represented are Phoenix of England, ever since that company established a Chicago agency in 1879; American of New Jersey from the time that company reinsured the Rockford and took over Charles E. Sheldon

and his well selected group of agents; the Commercial Union of England, which representation came down in direct line of succession from Charles W. Drew and is of such long standing that the records are lost; the Security of New Haven for over a third of a century and the Camden of New Jersey ever since that association was admitted to do business in Illinois. The Public Fire of Newark, recently organized, placed one of its first agencies with the "Critchell office," this being the first new representation for this office for over 25 years.

THIS local agency is proud of the fact that the founder, Robert S. Critchell, as general agent of the Phenix of Brooklyn, paid the first loss after the great Chicago fire. The following is taken from the Chicago Tribune of Oct. 13, 1871:

"The Phenix of Brooklyn yesterday paid the first loss in this fire, being $4,000 to Hart, Asten & Co."

Its members have always been active in the affairs of the Chicago Board. Charles P. Whitney served on the committee of nine which has been untangling the mixed situation in the local board, Lyman M. Drake and Clarence S. Pellet are ex-presidents of the Chicago Board and in general the history of the office has been one of loyal and constructive cooperation.

THE office is well organized with departments in charge of experienced men for the writing of fire, life and casualty insurance, surety bonds, plate glass, burglary and automobile insurance. It maintains well equipped claim and inspection departments, both of which are in charge of experienced men and conducted not only as service departments for the customers of the office, but for the companies represented by the agency. The character of the inspection department conducted by this agency is reflected in the low loss ratio for all companies over the long term of years.

It is one of the few offices having the complete loss record of every broker with whom it does business. The office was active in the organization of the National Association of Insurance Agents and has served on important conference committees, including the uniform blanks committee that brought about the general adoption of the duplication of policies and daily reports.

Rosenblatt Maintains Two Million Pace for 10 Years

S. J. ROSENBLATT, Chicago general agent for the State Life of Indiana, has now been associated with that company for more than 23 years, and has been the general agent for the Chicago district for 15 years.

He is considered one of the outstanding and largest personal producers in the Chicago district, writing on an average during the past 10 years of more than $2,000,000 a year. He has been the president of the Million Dollar Club for the past 11 years. He holds the record of having his business renewed on a basis of 97 percent of the volume written.

HE has been asked to speak before the National Association of Life Underwriters and in many states for various companies' conventions. In addition to the prominent position he occupies in the life insurance world, he was appointed by Mayor Harrison for five terms on the city park board, served for two years as elected member of the north shore park commission and was a delegate to the Democratic national convention. He is a director of the Jewish Charities of Chicago and holds directorships in various other Jewish organizations.

DURING the World War, Mr. Rosenblatt took an active part in the sale of Liberty Bonds. For nine years he was engaged in war relief work, making two trips to Europe to become better acquainted with the situation as to the war stricken people.

So enthusiastic is he regarding the future of the life insurance business that after the war his three sons entered the service of the State Life. Mr. Rosenblatt turned over the handling of the men in the agency, which now has ten agents, to his oldest son, Bernard, who before entering war service was an attorney. He is assisted by his brother, James, who was a practising dentist before the war. Mr. Rosenblatt's youngest son, Leonard, attended the naval academy at Annapolis. After the war he resigned and is now agency cashier for the State Life for the Chicago district. All three sons are very successful in the insurance business.



S. J. ROSENBLATT



C. E. APPLER

Started to Specialize in Credit Insurance in 1899

C. E. APPLER began his business life in the general agency of the Phenix at Atlanta, Ga. He held all of the inside positions and graduated to special agent and adjuster of fire losses.

In December, 1899, he was attracted to credit insurance and was appointed general agent for the Ocean Accident in Chicago. In 1906 he resigned from the Ocean Accident to become general agent for the credit department of the London Guarantee & Accident and has continuously represented that department, being located in the company's office on the bank floor of the London Guarantee building, at Michigan avenue and Wacker drive. His territory covers Illinois, Indiana, Michigan and Wisconsin.

DEC. 1 marked the completion by him of 28 years in the Chicago territory specializing in credit insurance. This record proves his trustworthiness and stability as he has seen hundreds of men fail in their attempt to succeed in this most difficult line of insurance.

To write it successfully requires a full understanding of the position, duties and trials of a credit manager for the insured, the credit underwriter for the insurance company, the trend of finances and failures, the particular burdens of each and every line of business, industry, of crops, etc. Naturally a man who has had Mr. Appler's experience of 28 years in writing this line is a most valuable assistant to agents and brokers in having their clients properly protected.

AS full commissions are paid on renewals and as a very large percentage of policies are renewed for years and years, credit insurance certainly is an attractive line.

Mr. Appler for many years has had so many agents and brokers turning over their credit insurance prospects to him that practically his entire time is taken up looking after their interests. His work along this line has given him a host of well satisfied and friendly agents and brokers.

It is self-evident that every wholesaler, jobber and manufacturer should carry credit insurance, as the losses arising from credit failures exceed the losses from fire.

Frank R. Millard was general adjuster in the western department of the Continental in 1893. For some years he was special agent of the company in Michigan. He was later transferred to the home office to take charge of losses.

Originated at World's Fair

UNDERWRITERS Laboratories was incorporated in November, 1901, under the laws of Illinois but the origin of this important institution goes back to world's fair days.

In 1893 William H. Merrill, then an electrician for the Chicago Underwriters Association, came to Chicago. He was charged with the inspection of electrical installations at the world's fair and he was interested in the improvement of the automatic fire alarm service in Chicago.

Before coming to Chicago he had



C. ERNEST AFFELD, JR.

conceived the idea of a laboratory as an adjunct of fire protection and fire precautionary work. He approached the Boston Board of Fire Underwriters with his project but he was not encouraged.

WITH the outline of a scheme in his mind, Mr. Merrill capitalized the situation in Chicago. He needed a certain amount of apparatus and quarters for conducting his experiments during the world's fair assignment. So he was fitted up with a small room on the third floor of Fire Insurance Patrol station No. 1 in Monroe street. Here, according to the account of Harry Chase Brearly, above the horses of the salvage corps, were installed a bench, a table, some electrical measuring instruments and a few chairs, the whole plant representing an investment of about $350. The staff consisted of Mr. Merrill, one assistant and a clerk.

The makeshift laboratory soon became a permanent institution and it was not long before there was demand for its services outside Chicago. The work was extended to comprehend the territory of the Western Union. With this development the Western Union assumed joint supervision of the laboratory with the Chicago Board. The name was changed to the Underwriters Electrical Bureau.

In the course of its specific work for the Western Union and the Chicago Board, the Underwriters Electrical Bureau's reports issued on electrical fires so impressed the National Board that it allocated a small fund for its maintenance. Its expanding significance and service again called for a new name, this time it was the Electrical Bureau of the National Board.

Coincident with the development of this laboratory, experiments were being conducted in connection with the fire hazard created by the newly discovered acetylene gas. This work was being supervised by W. C. Robinson, then sprinkler inspector for the Chicago Underwriters Association.

Mr. Robinson soon found that the facilities of the laboratory were convenient for his purpose and his study became identified with Mr. Merrill's organization. Other investigation of acetylene hazards in progress in Atlanta and Boston were consolidated with the Chicago laboratory. The committee of consulting engineers of the National Board was formed to take charge of the testing work. The new organization moved into quarters at 67 East Twenty-first street.

FURTHER development came when the committee on devices and materials was created by the National Fire Protection Association. There followed recognition for accomplishments in acetylene, electricity and gasoline hazards and there was development in the field of protective appliances, hand



WILLIAM W. HEISE

fire extinguishers, fire doors and fire windows.

As the work progressed and expanded the committee form of control was found to be too cumbersome. So in 1901 the institution was incorporated as Underwriters Laboratories, Inc. The charter was granted "to establish and maintain laboratories for the testing of appliances and to enter into contracts with the owners and manufacturers of such appliances respecting the recommendation thereof to insurance organizations."

IN 1903 the National Board made a general appropriation for establishing the institution on a larger scale. A fire-proof building, which offered the institution full protection and at the same time offered architects a working example of this type of construction, was erected in East Ohio street as the new home of the Underwriters Laboratories and in 1906 an extension service was adopted.

Two Offices Consolidated to Form Affeld-Heise, Inc.

TWO offices were consolidated in March, 1928, to form the present agency of Affeld-Heise, Inc. The members are William W. Heise, C. Ernest Affeld, Jr., and John E. Hoff. Mr. Heise had shortly before established the William W. Heise Agency upon his resignation as manager of the Georgia Casualty in Chicago. Mr. Affeld and Mr. Hoff were members of the Affeld-Hoff & Seifert agency, Mr. Seifert retiring at the time of the consolidation.

Mr. Heise had been for eight years Chicago manager of the Georgia Casualty. He had come up through the ranks, having been head of the claim department before being made chief executive of the company in Chicago. He built up a fine organization for that company.

Mr. Affeld is the son of C. E. Affeld, who is the oldest living member of the Chicago Board, both in point of insurance experience as well as in age.

Mr. Affeld grew up in his father's agency in Chicago, forming his own under the name of Affeld-Tonk & Co., in April, 1914. He operated under that name until 1925, when Affeld, Hoff & Seifert was formed. Mr. Hoff also grew up in the local business and had been assistant Cook County manager of the Aetna, under Louis O. Kohtz. He left that position to join the new firm.

The office represents the Sun Indemnity of New York, Niagara Fire of New York, Mechanics & Traders of New Orleans, the Alliance of Philadelphia, and the Yorkshire of England.

Its quarters are at A-2146 Insurance Exchange.



Plant of the Underwriters Laboratories in Chicago, where products and devices are tested.



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Federal Life Started with Century; Widely Known

WITH the opening of the 20th century a group of men mostly residing in Illinois, led by Isaac Miller Hamilton, then ending a four-year term as a member of the Illinois senate, launched a new life insurance company, the Federal Life, which in 29 years has become one of the best known business units of Chicago.

THE Federal Life began business in June, 1900. Mr. Hamilton was elected its first president at the organization meeting and has been reelected each year since. Managed with a fortunate combination of progressiveness and conservatism, the Federal has had a most satisfactory growth. In about three years ending Dec. 31, 1927, it almost doubled in size, closing last year with over $100,000,000 of life insurance in force and with accident and health premiums in excess of $3,000,000, which would be equivalent to the premium on another $100,000,000 of life insurance, thus making the company a $200,000,000 institution. The Federal started with a capital of $125,000, which has been increased and is now $300,000. Its admitted assets are approaching $12,000,000.



ISAAC MILLER HAMILTON

EARLY in 1925 the Federal made an arrangement with the Chicago "Tribune" for the distribution of a travel accident and pedestrian policy of very liberal coverage for a premium of $1 per year. Since that time about 150 other leading publications have arranged with the Federal for the distribution of similar policies. These newspapers, headed by the "Tribune," told the public almost daily by display advertisements, feature front page stories, by editorials and the like, all about these policies, with the result that so far as the general reading public is concerned the Federal Life is probably as well known to the people of the United States as any insurance organization in the country. The amount paid to policyholders and beneficiaries under such policies now is approaching $3,000,000. This newspaper program of the Federal unquestionably has done much to popularize insurance.

AS a result of the popularity of these newspaper travel accident policies the newspapers were anxious to arrange for distribution of life insurance policies as well and applied to the Federal for a suitable life insurance policy to offer to the public. So in 1928 the Federal began the distribution of life insurance policies through a number of leading newspapers, headed by the Chicago "Tribune" and including other papers at various points throughout the country, such as the Philadelphia "Inquirer" on the east and the Los Angeles "Examiner" and San Francisco "Examiner" on the west. They have also attracted much attention.

IT is interesting to note that President Hamilton of the Federal, in addition to being very active in public life, was one of the organizers and was president of the American Life Convention; he was one of the organizers and was chairman of the Association of Life Agency Officers and he was twice president of the Health & Accident Underwriters Conference. He is a director and president of the Illinois Canning Company at Hoopeston, Ill., and a director of the Lake Shore Trust & Savings Bank of Chicago. Mr. Hamilton has delivered addresses before many of the important insurance organizations of the country and has lectured before various universities on insurance.

Joined Company Following Graduation From College

THE Chicago branch office of the United States Fidelity & Guaranty was opened in 1908 with Frank A. Hancock as manager and George E. Brennan as associate manager. Mr. Hancock served about a year as manager and Mr. Brennan became manager, holding this office until his death this year. Mr. Brennan was one of the outstanding figures in Chicago and the western leader of the Democratic party. Following the death of Mr. Brennan in August, W. O. Schilling was named his successor. Mr. Schilling had been associate manager for several years and in the last few years of Mr. Brennan's life had practically directed the office himself.

MR. SCHILLING has been with the United States Fidelity & Guaranty during his entire business career. Following his graduation from the University of Maryland, he was admitted to the bar and entered the fidelity department of the company. Later he became superintendent of that department and then superintendent of the contract department. In 1924 he was transferred to Chicago as associate manager to succeed Henry M. Marshall, who resigned that post to become vice-president of the Union Indemnity. Mr. Schilling has been active in the Surety Underwriters Association of Chicago and has been a strong business builder for the company.

ASSISTING Mr. Schilling as assistant manager is M. P. Fisher, who has been with the United States Fidelity & Guaranty since 1923. He started in the claim department and entered the contract department, becoming underwriter. He was shifted to the Chicago office as superintendent of the surety department. Mr. Fisher is a keen underwriter and is thoroughly acquainted with the fidelity and surety business.

There are several others in the Chicago branch office of the company who have been with the company for many years. Irving K. Cruett, who started at the home office in 1917 as assistant underwriter in the compensation and public liability department, has been in the Chicago office since 1918 as superintendent of the casualty department. Edward J. Ptacek has been with the company since 1911, becoming general superintendent of the claims department in 1925 and last month he was appointed assistant to the manager.

FRED C. HACHTEL joined the company in 1911 in the accounting department at the home office and in 1913 was transferred to the Chicago office as auditor, which position he still holds. Eugene P. Kealy joined the company in 1914 as attorney in the claims department and in 1924 was appointed resident counsel with general jurisdiction over all legal and claim matters in the Chicago office. Four of the men now under Mr. Schilling have been with the office since it opened in 1908, W. E. Slosson and W. A. Ball, superintendents of the attorneys' list department, J. R. MacDonald, also connected with the attorneys' list department, and L. K. Solomon, an office solicitor. The Chicago branch office has jurisdiction over Chicago, Cook county and 27 outside counties in Illinois. Last year the premium income was $3,400,000, it being one of the leaders in this field.



W. O. SCHILLING

Charles Nelson Bishop, who was made Chicago manager of the Northern Assurance, was formerly in charge of the "Spectator" in the west. He was traveling agent and manager of its western office. At one time he was a partner in the firm of H. H. Brown & Co. of Chicago.

Smith, Lawson & Coambs Firm Has Unusual History

SMITH, LAWSON & COAMBS has been operating since 1915 in a unique capacity as an independent underwriting office. It has had varied representation, stock, reciprocal and Lloyds, but at all times it has maintained its independence as an underwriting office, both for its own company and other companies it has represented. The firm was organized in 1915 by Alfred H. Smith, W. M. Lawson and J. B. Coambs. Mr. Smith was then and had been for 22 years with the Chicago office of the Frankfort General of Germany. Mr. Lawson had been resident secretary of that company for nine years. Mr. Coambs was general agent of the Southern Surety. These three opened a new local agency, taking a general agency for the Georgia Casualty and building in Illinois the largest agency plant of that company in the country.

THE development of the Smith, Lawson & Coambs office has strangely followed a four-year cycle. Four years after its inception as general agent of the Georgia Casualty, it terminated that connection and operated as representative of the Equitable Casualty Underwriters, a reciprocal which was organized in 1919. It was a reciprocal in form, but its policy was stock in effect, as all policies were guaranteed in their entirety by a large stock casualty company. Again, four years later, this organization was changed and the firm stood as representatives of a Lloyds, the Equitable Underwriters, which was organized in 1923. This and the previous connection proved profitable, the member underwriters never receiving less than 10 percent on their investment.

THE last cycle opened four years later, when 100 percent of the stock of the American Guaranty Company of Columbus, O., was purchased in 1927. All expirations were transferred to this new connection and the firm is now representing the American Guaranty in Illinois territory. The members of this firm are also officers of the American Guaranty, which is gradually expanding into a national business. Mr. Smith, who is president of the agency, is vice-president of the American Guaranty. Mr. Coambs, who is treasurer of the agency firm, is president of the American Guaranty Company.

THE business of the latter company has been more than doubled in the twelve months since it was taken over. Previously it was active only in Ohio for automobile business, though that field has been extensively cultivated by 350 agents. Since being taken over by Smith, Lawson & Coambs, however, the company has entered Illinois, California, Indiana, West Virginia and Vermont. Close underwriting has been practiced, which has held down the business somewhat, but even with this the business has more than doubled in the first year. It could have quadrupled its volume had lenient underwriting been shown. In addition to Mr. Smith and Mr. Coambs, J. T. Gillies is a member of the firm, having purchased the interest of W. M. Lawson, who died in 1927. Mr. Gillies was for ten years Chicago manager of the Ingersoll-Rand Company, and is now vice-president of Smith-Lawson-Coambs Company, and assistant secretary and a director of the American Guaranty.

National Inspection Began As Cooperative Enterprise

THE National Inspection Company was incorporated originally as the National Map & Inspection Company under the laws of Illinois in 1903 for the purpose of making insurance inspections, insurance maps and adjusting losses. As has been proven in the past with other organizations having similar charters, one field of endeavor is enough fully to occupy the minds of a management and this institution quickly centered its attention on underwriting inspections.

Originally, it was a cooperative company enterprise intended as a counter-organization to the then operating Insurance Survey Bureau, embracing in its membership companies not subscribers to that bureau. Subsequently, it passed to the private control of the then manager, S. S. Hubbard. When he died in 1909, the present management took control.

AT that time the total staff consisted of J. G. Hubbell, manager, four inspectors, two stenographers and an office boy. The subscription list was made up of a few well known large stock companies supplemented by a number of general agencies, mutuals and surplus line concerns, practically all of which latter have since discontinued business or merged with other enterprises.

For the first few years growth was slow, as new accounts, which were solicited from the larger stock companies, were to some extent offset by the withdrawal of less stable concerns. Nevertheless the institution built up a high reputation, it was supported with increasing vigor, and the value of its service was acknowledged in those offices commonly known as aggressive underwriters.

IN recognition of the thoroughness of its work and its impartiality, it was given supervision of inspections of grain elevators for the Underwriters Grain Association at the time that association was organized. This function it still discharges.

Growing steadily all the time, it now has over 30 inspectors and a total staff of 50 employes. One or more inspectors are resident in each metropolis of the district and the concern makes over 20,000 inspections a year. The list of subscribers has expanded until it now embraces nearly every leading stock company doing business in the United States.

ORIGINALLY, the service was restricted to particular classes of business and a limited number of states. Packingtown and the stock yards in Chicago and St. Louis were excluded from the contract. These old barriers all have been broken through and the company now offers general inspection of all classes of heavy value risks throughout 13 states of the Mississippi valley, north of the southern limits of Tennessee, Missouri and Oklahoma, with a special service, including small risks of whatever sort, in the metropolitan areas of Chicago, St. Louis and Detroit.

Because of their necessarily intimate familiarity with the underwriting aspects of manufacturing business, the executives, J. G. Hubbell, H. B. Chrissinger, R. L. Thiele and M. E. Bulske, have been in demand for addresses and as members of committees.

MR. HUBBELL has been honored with membership on various committees of the National Fire Protective Association and was for two years chairman of the committee on special hazards.

Mr. Chrissinger, Mr. Thiele and Mr. Bulske have been correspondingly active, particularly in lectures to company groups and in connection with the courses of instruction offered by the Fire Insurance Club of Chicago.

The company confines its activity to reporting on the underwrit-



ALFRED H. SMITH



J. B. COAMBS

MODERN

We offer the services of an organization that is truly modern, in keeping with the methods of today, equipped with a firm foundation built upon a background of experience and thorough knowledge of what is necessary in achieving satisfactory adjustments upon a sound business basis.

With insurers everywhere joining Public Utilities in the realization that the public must be served, the creation of confidence in the insuring public that the policy they purchase actually constitutes a bulwark of protection becomes of paramount importance.

This task falls primarily upon the shoulders of the adjuster, the contact man, who breathes the spirit of the company behind him. In discharging this responsibility we create good will at less cost.

G. B. Van Buren & Co.

327 So. La Salle St.

Chicago

Adjusters for Insurers

ing aspects of risks, making inspections as requested by subscribers. Instances of minor importance are reported only to the company making the request, while reports on risks representing major values or an important hazard are sent out to all subscribers. From time to time bulletins, dealing with new hazards or trade conditions or other features of general interest, are issued by the concern, some of which have attracted wide attention.

Lawson Established Branch for Writing Marine Lines

EDWARD D. LAWSON, western manager of William H. McGee & Co., was born in Brooklyn, Oct. 30, 1896, and comes from one of the oldest New York families. It was in New York that he received his education in the public and high schools and at Cooper Institute, where he took a degree in engineering.

In August, 1914, Mr. Lawson joined the office of McGee & Co., the well known marine underwriting firm of New York, serving in practically every department of that firm. In February, 1922, the firm, realizing the need for a Chicago office to serve the demand of mid-western agents, sent Mr. Lawson to Chicago to establish such an office.



EDWARD D. LAWSON

IN the five years that he has been in Chicago Mr. Lawson has won many friends in the business and has built up the western business of his company from practically nothing to a premium income of well over $1,000,000. The office staff now numbers 15. Recognizing the fine record he made, William H. McGee & Co. recently elected him to the vice-presidency of the corporation.

The firm of William H. McGee & Co. is one of the oldest in the marine business. In 1887 the Providence Washington sent Mr. McGee, then a junior clerk at the home office, to the New York office. He was appointed manager of the agency, then located at 80 Beaver street, and started business with a staff consisting of himself and three clerks. In 1894 he was appointed general agent of the marine department of the Security of New Haven. This appointment was followed in 1896 by that of the St. Paul Fire & Marine.

ON Jan. 1, 1914, the business had grown to such a size that the firm of William H. McGee & Co. was formed. The latter part of 1914 was a dark period. Shippers were frantically trying to obtain cover against war risk for their shipments at sea. The office was besieged with brokers and assureds clamoring for coverage.

At the outbreak of the World War William H. McGee & Co. represented the St. Paul Fire & Marine as general agents and the Providence Washington and the Massachusetts Fire & Marine as agents. In 1915 the demand for marine and war risk insurance was still so enormous that increased facilities were necessary. About that time several large fire insurance companies decided to enter the field.

THE period following the close of the war was a hard one on the marine-writing companies. The immense premiums from war risks ceased, and the marine premiums alone were not sufficient to go around with all of the companies that had been attracted to this field by the large war risk premiums. Hence the competition for marine business was severe, causing a great number to retire. The older offices developed the inland marine lines, first because there was a demand for these lines, and second to supply the missing volume of premium income.

In 1927 McGee & Co., realizing the need for a company of their own, formed the Transportation Insurance Company, the Transportation Indemnity and the Transportation Reinsurance. Mr. Lawson was elected a director in these companies and was appointed western manager. In addition to writing a general line of marine—inland, ocean, transportation and all-risks business—the companies are writing fire, automobile and general casualty lines.

THE latest, and from the underwriting point of view the most interesting line taken on by these companies, is aviation insurance in all its forms. These companies, through William H. McGee & Co., have a personnel highly trained for the handling of this class and are encouraging agents throughout the country to sow seed now for developing aircraft business, so that they may reap the harvest which is sure to come.

In addition to the Transportation companies, at the present time McGee & Co. represent as general agents, marine department, for all classes of marine business, the following companies: American Alliance, Great American, Massachusetts Fire & Marine, Northern Assurance, Security of New Haven and the Sun, and for ocean marine the Phoenix of Hartford and St. Paul F. & M.

Remarkable Growth Shown by Chicago National Life

ACHIEVEMENT of the $100,000,000 mark within seven years of organization is a noteworthy record and this is the story of the Chicago National Life. About seven years ago this was a small corporation in the process of organization, with offices in the Otis building. Today it occupies the entire 15th floor and the greater part of the 14th floor in the Century building in Chicago. New business written during the first 10 months of 1928 was over $35,000,000 and the drive during the last two months is expected to put on an additional $25,000,000. The company expects to close the year 1928, with approximately $100,000,000 of insurance in force on a paid for basis. Last year it led all Illinois companies in the matter of written and paid for business in the state of Illinois, its home state.

A. L. WHITMER, chairman of the board, has been with the company since its organization. The company secured its certificate of authority at the close of 1920, and on Jan. 1, 1922 began to write business. In the seven years of operation it has greatly expanded its agency plant, and in 1922 the Gary National Life of Gary, Ind., was taken over by it. The company is now operating in Illinois, Indiana, Iowa, Kentucky, Missouri and Kansas, and contemplates applying for licenses in Ohio, Michigan and Minnesota during the coming year. Affiliated with Mr. Whitmer in the direction of the company are A. E. Johnson,



A. L. WHITMER

vice-president and general manager, and A. F. Seelig, agency manager.

First Adding Machine

In "A Tale of Forty Years," in commemoration of the 40th anniversary of the western department of the Springfield Fire & Marine in 1916, A. F. Dean wrote this regarding the adding machine in his office:

"The grandfather of all practical adding machines was constructed in this office. It was a crude wooden model, never patented but it worked from the start and was in steady use for many years. It embodied the fundamental principles of the adding machines of the present time long before they made their appearance."

As a result of the Chicago fire of 1871, there were 68 companies placed in liquidation.



Pioneers
In Casualty Insurance

SINCE 1899 Meeker-Magner Company has pioneered in casualty insurance.

Since automobiles were first used Meeker-Magner has written automobile insurance. Since compensation began Meeker-Magner has written compensation insurance.

Meeker-Magner has ever kept abreast of every casualty insurance development and offers to agents a complete casualty line backed by over twenty-nine years' experience in the casualty field.

Meeker-Magner's growth is due to its ability to give complete service and its representation of strong companies.

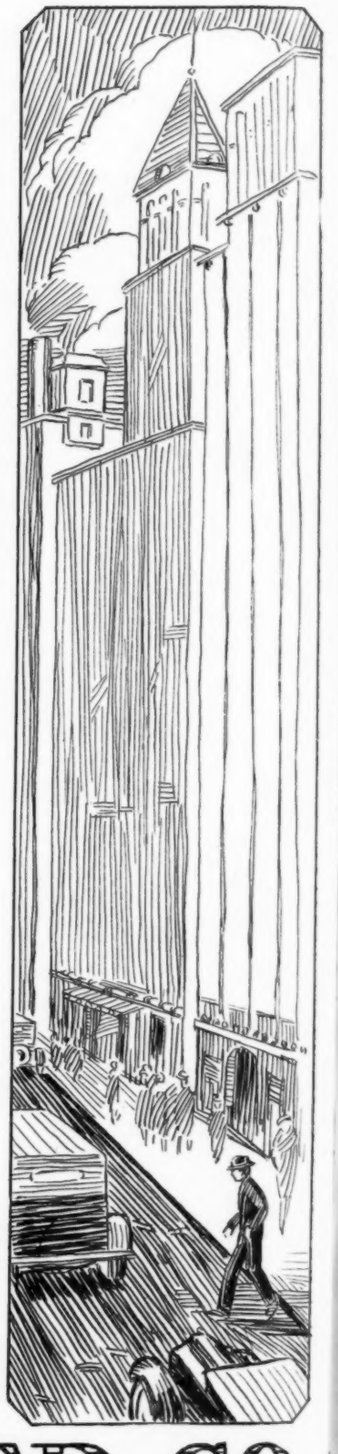
Meeker-Magner writes all the Casualty lines:

Automobile
Accident and Health
Liability
Compensation
Boiler
Plate Glass
Burglary Insurance

Surety and Fidelity Bonds

General Agents

GENERAL ACCIDENT
FIRE AND LIFE INSURANCE CORP., LTD.



MEEKER-MAGNER CO.

INSURANCE EXCHANGE
CHICAGO

"Casualty Insurance Exclusively"

Yesterday
1899

Today
1928

Chicago Adjustment Office Gives World Wide Service

ONE of the most extensive independent adjustment offices in the country for fire, automobile and special risks policies is the Wagner & Glidden office in Chicago, which now operates jointly with the Toplis & Harding organization. The Wagner & Glidden office was originally founded by D. S. Wagner, one of the early independent adjusters in Chicago. H. L. Glidden, present head of the concern, entered Mr. Wagner's office in 1908, and in 1911 a partnership agreement was entered into, the firm being established as Wagner & Glidden. Mr. Wagner died the following April, the business being continued by Mr. Glidden under the firm name of Wagner & Glidden.

THE business grew steadily, the office enjoying a remarkable development in fire insurance adjustments throughout the country. In 1915 a department was established for the adjustment of automobile claims, and in 1920 a department was opened to care for all-risks policies. In 1927 an amalgamation was consummated with Toplis & Harding, an old firm of all-risks adjusters which had offices in New York, Chicago, Philadelphia, San Francisco and Los Angeles. The Chicago office of Toplis & Harding has been consolidated with that of Wagner & Glidden, it being the main office for both firms.

TOPLIS & HARDING, which was merged with Wagner & Glidden in 1927, was established in 1790 as adjusters and marine surveyors, with offices in the main cities of Europe. Their business since establishment has been with Lloyds underwriters. During the war, the amount of business written by Lloyds in this country became so great that it was necessary to establish an adjustment organization in this country which was familiar with their method of doing business. In 1917, Toplis & Harding opened offices in New York, Chicago and San Francisco, and since that time completed an organization throughout the country which consists of five main offices and over 200 correspondents.

The majority of the adjustments handled by Toplis & Harding has been in the jewelry, fur, and special contract field. They have maintained a card and complete file system of every loss handled by them since their organization in this country. This card and file system has proven of great benefit to American companies now writing this class of business. If the insurer can receive information regarding the moral hazard of an assured, it has solved the most difficult problem in the underwriting of this particular class of business. Toplis & Harding has furnished its clients with information that assists in underwriting, as well as handling losses throughout the world.

THE organization prides itself on the ability to have an adjuster at any point in the world within 24 hours of the report of a loss. There have been instances where an assured lost a valuable article while aboard ship, notified the insurer by radiogram and was met when the boat stopped by a representative of its adjustment office. The Toplis & Harding organization has arrangements throughout the world with the leading dealers in jewelry, furs, musical instruments and works of art, whereby replacements are effected.

Chicago Executive Office Maintained by Equitable

SINCE its organization in 1923, Chicago has been the executive office headquarters of the Equitable Life & Casualty of Kentucky and President J. W. Bain has directed it from that city, although its home office was originally located at Frankfort, Ky. This is an aggressive young company which thus far has confined its activities to the writing of accident and health insurance and has made excellent progress in that field. The organizers and officers include a number of prominent men in the disability insurance field. J. W. Bain, formerly general manager at Chicago for one of the largest accident and health companies in the west, is president. Mr. Bain has 20 years of insurance experience back of him and has built an aggressive organization for the Equitable.

W. M. DUFFY, vice-president, was a prominent casualty man and attorney in Louisville. Charles H. Morris, secretary, was fomerly attorney-general of Kentucky and prior to his connection with the Equitable was secretary of the Henry Clay Fire. W. A. Orr, treasurer, was formerly secretary of the Inter-Ocean.

Great progress has been made by the Equitable Life & Casualty as indicated by its statement filed with the Kentucky insurance department on Nov. 1. At that time assets had mounted to $782,118 and surplus above capital had increased to $301,658, as compared with the statement of a year ago showing $200,000 in assets and $40,000 in surplus. During the past year the premiums have increased at least 50 percent.

THE company now operates in Illinois, Kentucky, Indiana, Oklahoma, Colorado and California and is planning entry into several new states during the coming year. A new home office building has just been purchased in Louisville and the home office of the company is now being moved from Frankfort to Louisville. It is a 10-story building in the heart of the financial district. It is at the corner of Fourth and Market streets in an imposing position which is capitalized by a huge electric sign, the largest vertical luminous tube sign in the world, surmounted by a huge spread eagle with wings in motion with the lights. The deed to this building has been filed with the Kentucky insurance department, giving the Equitable Life & Casualty the largest amount on deposit with the treasurer of the state for the protection of its policyholders of any casualty insurance company of the state.



Equitable Life & Casualty's new home office building at Louisville, Ky.

Rates adopted by the Board of Underwriters in 1849 ran from 75 cents to $5 for $100.

Survey Bureau a Great School

By ROBERT C. HOSMER
Vice-President Excelsior Insurance Company, Syracuse, N. Y.

A MOVEMENT was started in Chicago in 1900 by some of the companies to furnish scientific inspections and give reports on risks that furnished an underwriting judgment and would give information to an office that would enable it to reach a logical conclusion.

Samuel H. Lockett became the manager of the Insurance Survey Bureau, as it was named, which in its day had a corps of inspectors and an organization that was second to none. Charles D. Dunlop, now president of the Providence-Washington, who was then western manager, was elected president of the bureau. P. D. McGregor, western manager of the Queen, was vice-president, and Charles W. Higley, western manager of the Hanover, was secretary and treasurer.

One of the foremost figures in the Survey Bureau who stood behind the scenes and did much to get it going was J. J. McDonald, who was manager of the Connecticut. Mr. Dunlop and Mr. McDonald were largely responsible for the organization of the bureau.

THE first number of "The Survey," the semi-monthly publication of the Insurance Survey Bureau, was published Dec. 15, 1900. Mr. Lockett was the manager, editor, publisher and the sole contributor. The early numbers were typewritten and run off on a duplicating machine. W. H. Barclay, now superintendent of agents of the Columbian National Fire of Lansing, Mich., turned the crank on the machine that ran off the early copies of this publication. The same machine was used to furnish copies of inspectors' reports. It was not until May of the following year that "The Survey" reached the dignity of a printed publication. Editor Lockett by that time had to go to other publications for material but they all had a bearing on risks that would need inspection. He quoted from the "National Builder," "Grain Dealers Journal," "Engineering News," etc. As time went on "The Survey" contained articles by the inspectors who had been trained and developed by Manager Lockett. S. J. Johnson, Jr., F. P. Walther and S. S. Barrett were some of the early contributors and among the early graduates of the Insurance Survey Bureau.

OUT of this organization, by the way, there graduated men who attained eminence in fire insurance in different lines. They secured training in the Insurance Survey Bureau that was very constructive and broadening. Its headheadquarters were in the Manhattan building, Chicago. The primary purpose of the Insurance Survey Bureau was to furnish company subscribers with expert reports on cities as a whole—mercantile areas, individual mercantile buildings and individual special hazards. The reports turned out were voluminous. They were in considerable detail and rather technical, which may account for the fact that the bureau did not survive. It was the belief of many that the reports of the inspectors were considerably over the heads of the average examiner of that time, and too technical to be given proper weight in the judgment of a risk.

Then, too, there was some opposition found on the part of the field men. Criticisms of the bureau were, of course, relayed to the field men, particularly in those cases where in the opinion of the home office the criticism warranted cancellation. The field man usually visited the risk and formed his own opinion, which would not always coincide with that of the bureau inspector. A feeling arose that the bureau was in many instances a trouble-maker rather than a help.

The training of the inspectors was thorough. A course was given them at headquarters. They were sent out to inspect risks in Chicago and trained in making reports. The practice risks inspected had been inspected previously by trained inspectors and Manager Lockett was able to judge pretty well whether the neophyte had overlooked anything.

The report of the construction of a building was in considerable detail. The kind and thickness of the floors, joists and their supports had to be given with considerable exactness and very often the inspector was tripped up on whether or not the supporting uprights were iron-capped or not.

After this preliminary training at headquarters, the embryo inspector was sent out in the field with an older man and worked in conjunction with him until ready to go out on his own hook. It was, of course, perfectly natural that in combinations of this sort the neophyte would have all of the less desirable inspections to make while the older man took for himself the easier one and acted as a critic of the reports made by the novitiate.

The inspectors in pairs, equipped with a typewriter, would go to a town—for the reports to the office were all typewritten—find themselves a comfortable boarding house, preferably one with an attractive daughter in the household, and settle down for a month or so, depending on the size of the town and the number of properties in it to be inspected.

A GOOD many of the inspectors of the old Survey Bureau have remained in the insurance business and risen to places of prominence in the business. The names of a pair of inspectors, whose reports were jointly signed, still stick in my memory—"Noble and Walther"—"Noble" being Alden C. Noble, now president of the Merchants Fire of New York.

William M. Frink, western general agent of the Norwich Union, was one of the party that inspected Kansas City and, from reports filtering back to Chicago, enjoyed the sojourn in Kansas City thoroughly. H. M. Beck, now an adjuster at Baltimore, was one of the earlier inspectors as were F. P. Walther and Mr. Hayden, now with the Continental at New York.

OTHO E. LANE, president of the Niagara Fire, is the one whom I feel sure our old friend Sam Lockett would have been most proud. He has risen to a place of great importance in the insurance business and has been eminently successful in the management of his companies.

Carl Whipple, who managed the affairs of the Union of Canton in Chicago before its retirement from the United States, was also one of the early graduates of the bureau. Mr. Rosencrans, now with the Fred S. James & Co. organization of New York, was another.

Don Frary is now vice-president and secretary of the Lumbermen's

SALVAGE COMPANY'S NEW HOME



The Underwriters Salvage Company's new building on Laflin street, Chicago

of Philadelphia. Walter E. Miller, one of the outstanding inspectors, has through a very regrettable accident passed into the great beyond, but not until he had occupied the important places of western manager of the Westchester and also of the Fred S. James organization in Chicago.

J. M. Harrison left the company ranks to manage a very prosperous local agency in Minnesota. A. R. Porter is, I believe, in Denver. Hector Manlove is in the local agency business at St. Louis. George A. Feindt of Chicago is state agent of the National Security.

The bureau trained a lot of good men who have made their marks and if it did nothing else, it should have credit for that.

Besser Has Specialized on Unusual Insurance Forms

EDWIN E. BESSER, Jr., has developed an unusual general agency in Chicago, doing a direct business throughout the country and specializing on the unusual forms of insurance, in addition to the usual forms written. This agency has established for itself a prestige through specializing on the various lines that have not been developed by other offices. One of these lines which Mr. Besser pioneered in the west is garage keeper's legal liability, a form of policy which covers a garage keeper's liability for damage to customers' cars. Mr. Besser rates each one of these risks personally and states an inspection is necessary on each and every risk, inasmuch as perhaps no two garages can be rated exactly the same. Companies other than the one in which Mr. Besser places this business have entered the field on this and other lines but most of them have withdrawn after a short while, due to excessive losses caused by inexperience in the rating of these special risks. He also has the distinction of writing one of the first airplane policies ever issued in the west.

THE Besser office specializes, in addition to the above, in automobile, inland marine and casualty lines, but is also equipped to offer its clients complete service in all lines of insurance, including fire and life, which enables it to act as insurance manager for its clients. These facilities have developed the office into quite a national general agency, writing the entire insurance business for its clients on all classes of risks throughout the United States.

Edwin E. Besser, Jr., Inc., is general agent for the automobile and inland marine department of the National Liberty and Peoples National Fire. On casualty and surety lines the office is general agent of the Northwestern Casualty & Surety, and in addition it has the general agency for the Columbus Mutual Life. For one of the special inland marine lines it holds the general agency for the Minneapolis Fire & Marine.

MR. Besser has always been in the sales end of the insurance business, first entering the field upon completion of his course at Northwestern University. He was first affiliated with Herman Hintzpeter, who is general agent for the Mutual Life of New York, and was then connected with the Newberger office as a broker, and later with Klee, Rogers, Wile & Loeb.

In 1920 he opened his own office and has operated as Edwin E. Besser, Jr., Inc., since that time. His university training, which included engineering, has been of very material help to him in caring for specialty lines of some of his clients. Since his office was first established in 1920 it has been necessary for him to increase his office space six times.

Old Chicago Postoffice

"In 1860 the postoffice and government building, northwest corner Dearborn and Monroe, was completed. It was three stories high, rather plain, but impressive looking. The outer walls were of smooth, uniform sized blocks of white stone.

"This structure, with all others in the path of the flames, was destroyed in the fire of 1871. The walls on all sides remained standing and were later used in a hurriedly reconstructed building occupied as a theater and called 'The Adelphi'. This building, not being considered safe, was torn down a few years later."—C. E. Jennings.

Employers Reinsurance Has Specialized in That Field

THE Employers Reinsurance of Kansas City was organized in January, 1914, by its president, E. G. Trimble, under the name of the Employers Indemnity Corporation. Having been engaged in various branches of casualty insurance underwriting and in insurance law work for many years, Mr. Trimble had become familiar with the need for reinsurance facilities of more flexible nature than were then procurable, and the creation of such a reinsurer was the primary purpose in the organization of the new corporation. Its start, both financially and as an underwriter, was very modest. Mr. Trimble subscribed and paid for its original stock issue of $200,000. By successive steps the capitalization was gradually increased to $700,000 and last year the surplus had advanced to slightly more than $500,000. In 1928 the capital and surplus of the company have been increased by the addition of about $2,225,000 and the company now has $1,500,000 paid in capital and $2,250,000 of surplus, with assets of about $6,500,000.

THE name of the company has also been changed to Employers Reinsurance Corporation to more nearly define its underwriting activities. In the early years of its operations the corporation necessarily issued policies direct to assureds and for a number of years this practice did not conflict with its activities as a casualty reinsurer. In 1919 the corporation absorbed the Kansas City Casualty and thereby procured an agency organization which was developed rather intensively for four or five years. Throughout this and the earlier stages of the company's growth Mr. Trimble had carried in mind his ultimate plan that the corporation should eventually be purely a reinsurance and excess carrier, and in 1925 he determined that the corporation should retire from direct underwriting and devote its entire facilities to reinsurance and excess insurance.

THE Central Surety & Insurance Corporation was then organized by Dennis Hudson, vice-president in charge of the Employers' agency business, and took over the entire agency plant and renewals of the corporation's direct business. The run-off of this business released a large volume of compensation and liability loss reserves, enabling the corporation to expand materially its reinsurance operations. Its facilities have been further increased by the considerable addition to the capital within the past year. More than 200 insurance companies now procure reinsurance of various types through treaties with the Employers Reinsurance, and it also has a very large excess insurance business through brokers in large lines where full insurance can not be sold.



JACK WOODHEAD

THE company has profited from its former handling of direct business, for it is more familiar with the problems of its clients and can fit the reinsurance contracts to their individual needs. Also, the Employers has been able to extend a helpful hand in underwriting affairs generally and has saved a number of wrecks in the casualty field through its reinsurance contract.

A Chicago office in charge of Jack Woodhead has been maintained since the organization of the company. Mr. Woodhead is the resident vice-president and has been that since the company was formed. He has long been associated with Mr. Trimble, being connected with him in the Texas field prior to coming to the middle west. Their association goes back more than 16 years. Under Mr. Woodhead's direction, the Chicago office has rapidly increased its business in recent years.

Recognize Illinois State Board

THE Illinois State Board of Fire Underwriters is one of the old field organizations in the west. It has long been recognized for its constructive work. The State Board was organized Feb. 16, 1882, at Springfield. There were present at that meeting O. E. Culbertson, Robert Gray, W. B. McCord, S. E. Lowe, A. J. B. Abbey, S. S. Frowe, L. D. Moody, D. B. Phillips, Rogers Porter, J. J. Heider, J. M. Hosford, P. W. Plank, W. H. Taylor, E. P. Beach, P. L. Dean, George B. Gould, J. F. Marshall, W. R. Freeman, George J. Hibbard, J. R. Mason, B. T. Wise, E. L. Allen, B. B. Dow, Robert Zener, John A. Rains, J. N. Reynolds and Thomas H. Smith. George W. Hayes was not present but sent a letter and his name was put on the charter list.

The first annual meeting was held at Springfield, May 9-10, 1882, J. M. Hosford being president and Robert Zener, secretary. The second annual meeting was held at Chicago, May 8, 1883 with B. T. Wise as president and J. L. Whitlock, secretary.

THE third annual meeting was held in Peoria the following year in May with O. E. Culbertson, president and H. H. Hobbs, secretary. The fourth meeting was held in Chicago in 1885 with Thomas H. Smith as president and H. H. Hobbs as its secretary. The fifth annual meeting was held at Springfield, with J. V. Thomas, president and F. L. Force, secretary. The sixth annual meeting was held in 1887 in Chicago with John W. Robertson president and Sherwood D. Andrus, secretary.

The Illinois State Board has in its archives the form of agreement adopted for the government of local boards at the annual meeting in 1882. This is certified to by J. L. Whitlock, who was secretary. This gave an outline for local boards and at the end of the printed rules there were rates for detached buildings, exposure rates, rates for school and church buildings, gasoline permit and rules for the use of gasoline. Then there were pages of rates for all the regular rated risks of the town.

THE members of the Illinois State Board in 1883 were A. J. B. Abbey, Home; E. L. Allen, Royal; George Banta, Standard of England; C. H. Barry, Phoenix of London; E. P. Beach, Howard; J. J. Berne, Traders; Eli Coon, Detroit Fire & Marine; E. F. Chapman, Queen; O. E. Culbertson, Aetna; R. B. Carson, Commercial Union; A. F. Dean, Springfield; B. B. Dow, Queen; P. A. Daggett, Home of New York; G. W. Foss, Hartford; L. H. Fouche, German of Freeport; W. R. Freeman, Norwich Union; C. L. French, Glens Falls; F. L. Force, Great American; William Feiler, Continental; George C. Gill, Aetna; George D. Gould, New York Underwriters; Robert Gray, American Central; J. B. Hall, Girard; G. W. Hayes, Western of Toronto; G. J. Hibbard, Orient; L. E. Hildreth, Hartford Fire; H. H. Hobbs, Norwich Union; J. M. Hosford, Home of New York; T. W. Johnston, Sun; A. T. Kinney, Phenix of Brooklyn; J. O. Lee, Shoe & Leather, Boston; S. E. Lowe, Continental; Fred C. Lowry, Aetna; L. S. McMillan, Niagara; D. B. Phillips, Fireman's Fund and Union; Rogers Porter, German American; J. N. Reynolds, Westchester; L. W. Sanborn, American Central; R. P. Shackleford, Phenix of Brooklyn; Thomas H. Smith, North British & Mercantile; A. T. Smith, Louisville Underwriters; G. D. Flanker, New York Underwriters; J. V. Thomas, Liverpool & London & Globe; C. A. Van Anden, Niagara; A. Waldron, Orient; B. F. Walker, British America; J. L. Whitlock, Glens Falls; B. T. Wise, Phenix of Brooklyn; J. B. Wharton, New York Underwriters; H. B. Washington, Hamburg-Bremen; D. S. Wagner, North America, and Robert Zener, Springfield.

THE Illinois State Board at that time was a busy organization and it continued so during the period that it had charge of the rating in the state. The field men as the members naturally looked after the rating and had charge of the various activities. Seemingly for a number of years in its early life the State Board held its meetings either in Chicago or Springfield. Evidently Kankakee became a favorite place since in 1889 it started to meet at the Riverview hotel in that city. J. W. Robertson was president at that time and in the absence of Secretary S. D. Andrus, Joseph H. Lenehan of the North America was appointed temporary secretary. At this first Kankakee meeting new members were elected as follows: Walter C. Leach, Hekla; W. E. Witherbee, Orient; E. J. Calley, London Assurance; W. E. Main, Liberty; George M. Lovejoy of the German American. A resolution was also read at this meeting on the death of Frederick Gund, who was secretary of the German of Freeport and the father of the present Fred M. Gund, western manager of the Crum & Forster companies.

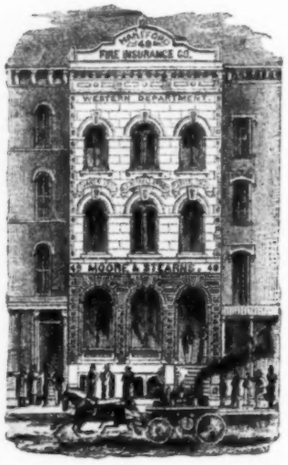
At this 1889 meeting Charles L. Whittemore of the Connecti-

General Agency Celebrates 70th Anniversary in 1929

AMONG the oldest of the Chicago general agencies is the office of Moore, Case, Lyman & Hubbard, which has operated as a distinctive insurance agency for many years and as a department of a real estate firm for many years before that. The organization will celebrate its 70th anniversary in 1929. The office has operated under its present name only since 1901, prior to that having several changes in the firm name, though a continuity of interest through the founder, Mr. Moore. The office is the direct outgrowth of the old real estate and insurance office of L. D. Olmsted & Co. That company was divided in 1863, the real estate business being taken over by Baird & Bradley, later to become the present outstanding organization of Baird & Warner, while the insurance business was taken over by S. M. Moore and J. H. Moore under the firm name of S. M. Moore & Co.

IN 1863 the firm represented the Springfield Fire & Marine, Merchants of Hartford, Irving of New York and Relief of New York. The following year the Hartford Fire entered the office and has remained with the company since that time. In 1872 John J. Janes became a partner in the firm, which then changed its name to Moore & Janes. E. A. Cummings was cashier of the agency at that time, but he and S. M. Moore later withdrew from the firm to organize a real estate firm under the name of E. A. Cummings & Co. In 1895 Frederick W. Moore had entered the firm and this left James H. Moore, J. J. Janes and F. W. Moore in control of Moore & Janes. In 1901 Mr. Janes died and the reorganization which followed brought several new names into the firm.

IT was in 1901 that the present firm name of Moore, Case, Lyman & Hubbard was adopted, they being the active members of the firm at that time. Since that time several additional members



This is an old print from one of the policies issued by Moore, Case, Lyman & Hubbard in 1869, and shows the firm's office building which was then located at 49 South LaSalle street. In those days the agency was known as Moore & Stearns.

have been taken in and a number have passed away. The present active members of the firm are Frederick W. Moore, Edward W. Poinier, Fred Y. Coffin, J. K. Walker, C. L. Odell, H. E. Knight, D. C. Price and T. G. Rockwell. The agency has become one of the outstanding offices in Chicago and is now Cook county manager for the St. Paul Fire & Marine, the Niagara and the Alliance, and agent for the Hartford, National of Hartford, Royal and Netherlands.

"It Spans Three Centuries"

PROVIDENCE WASHINGTON INSURANCE COMPANY

of Providence, R. I.

Capital, $3,000,000 *Net Surplus, $8,877,973*

VIRGINIA FIRE AND MARINE INSURANCE COMPANY

Richmond, Va.

Capital, $500,000 *Net Surplus, $1,290,664*

ANCHOR INSURANCE COMPANY

Providence, R. I.

Capital, $500,000 *Net Surplus, $756,985*

WESTERN DEPARTMENT

175 W. JACKSON BLVD. - - CHICAGO

cut was elected president and L. S. McMillan was secretary. In 1890 the State Board went to the Hotel Riverview. In 1891 it returned to the same place. At this meeting L. C. Stark, Royal; Thrasher Hall, Delaware; A. P. Cole, Hartford and E. H. Briggs were elected to membership. H. M. Huff of the St. Paul German appeared and applied for membership. There was considerable question raised as to his eligibility. A committee was appointed to interview Mr. Huff. He stated that he was a comparative stranger in the field, but that he intended to be most honorable in his operations. He was elected to membership. George Gill was elected president at this meeting and Milton P. Vore was chosen secretary.

THE 1892 semi-annual meeting was held in Chicago at the Grand Pacific hotel. At this meeting C. F. Persch of the Springfield; W. C. Phipps, State of Des Moines; W. E. VanDeventer, Phoenix of London; H. J. Houge, Orient; S. E. Warner, American and Mercantile of Boston; W. J. Howard of the London & Lancashire; J. G. Stauffer of the Niagara were elected to membership. The next year the State Board went to Kankakee again—its favorite spot—and H. B. Washington was made president. Charles L. French was made vice-president. A committee was appointed to escort Mr. French to the chair and in the minutes it was stated that his remarks were greeted with a great deal of applause. On the question being asked, "What's the matter with C. L. French," a great deafening shout went up, "He's all right." E. G. Carlisle was chosen secretary and treasurer.

KANKAKEE saw the 1893 meeting. Among the new members were John E. Shepard, Manchester; Henry Clay Stuart, Western of Toronto; Robert H. Hunter, Norwich Union; S. H. Southwick, American Fire & Marine; C. G. Meeker, Concordia; W. D. Bradshaw, Union of Philadelphia.

In 1894 the Illinois State Board for the first time went out of the jurisdiction of the commonwealth and held its annual meeting at St. Joseph, Mich. L. E. Hildeth was elected president at this meeting, J. B. Wharton, vice-president and Charles F. Persch, secretary. This was the first meeting where Mr. Persch appears as secretary, a position that he held for so many years afterward. He became the salaried man of the organization.

THE Illinois State Board in 1895 went to Rockford. Among the new members were Fred B. Luce, Palatine; B. L. West, North America; George B. Mott, St. Paul F. & M., and C. P. Englemann of the Sun. The following year the annual meeting was held at Lake Geneva in June. Robert S. Odell was elected president. H. H. Rassweiler and Robert Gray were nominated for vice-presidents and Mr. Gray was elected. The next year the State Board returned to Lake Geneva. In 1898 the Illinois State Board went to Lake Delavan, and that has been the place of the annual gathering for the most part ever since.

When the Illinois State Board met first at Lake Delavan, W. E. Van Deventer was president and R. N. Jessop was vice-president. The executive committee consisted of Horatio N. Kelsey, W. D. Bradshaw, E. G. Carlisle, C. H. Silkworth, B. L. West, and J. J. Johnson.

AMONG the field men at that time who later came into prominence were Sherwood D. Andrus, who was later appointed assistant western manager of the Providence Washington and then became managing underwriter of the Inter-State Fire of Detroit. R. M. Bennett was with the Aetna. He became western special agent of the New York Underwriters and later went to the head office in New York and became a member of the firm of A. & J. H. Stoddart. When the New York Underwriters was incorporated, Mr. Bennett became a vice-president. W. L. Bennett was special agent of the Hartford and is now Cook county manager. Waite Bliven was state agent of the American of Philadelphia. He later became vice-president of the State of Pennsylvania and later on was western manager of the Firemen's group.

E. G. CARLISLE was state agent of the Springfield and later became second assistant western manager. His brother, H. W. Carlisle, was special agent of the Continental and now is one of the big men of Marsh & McLennan in Chicago. Carroll L. DeWitt was special agent of the Glens Falls. Later he became western supervising general agent of the Newark Fire, later vice-president and managing underwriter of the Cleveland National and is now assistant manager for the Fred S. James & Co. companies in New York. L. E. Hildreth was special agent of the Hartford and later became its general adjuster in the western office. John P. Hubble was state agent of the Greenwich and when the company opened the western department he was made manager. He later was Cook county manager of the Queen.

FRED A. HUBBARD was special agent of the Hanover. He became assistant western manager, then vice-president at the head office. Horatio N. Kelsey was state agent of the Norwich Union. He at one time was western manager of the Sun, then United States manager of the Hamburg-Bremen and later United States manager of the London & Scottish. J. H. Lenehan was special agent of the Palatine. He became later on western general agent of the Phenix of Brooklyn. George M. Lovejoy was state agent of the Great American. Later he became western general agent of the Magdeburg, then assistant western general agent of the Phoenix of Hartford and later its vice-president at the head office.

FRED B. LUCE was special agent of the Palatine. He is now western manager of the Providence Washington. R. L. Parsons was special agent of the Imperial and now is one of the chief underwriters of the Northern of New York. J. W. Robertson was with the London & Lancashire. Later he became western manager of the Fire Association and then western supervising general agent of the Automobile. S. W. Tripp was special agent of the Saginaw Valley. Later he became manager of the Western Factory. B. L. West was special agent of the North America and later became assistant western general agent. Fred H. Burke was special agent of the Fire Association and is now assistant western manager.

THE district chairmen having in charge certain counties at that time were H. N. Kelsey, George F. Penfield, Fred A. Hubbard, H. M. Huff, F. H. Burke, B. L. West, M. P. Vore, W. H. Remick, C. R. Virgin, L. S. MacEnaney, John P. Hubble, J. George Stauffer, S. K. Hatfield, A. E. Lillie, J. W. Brooks, Charles L. French, R. M. Bennett, T. F. Croskey, W. A. Wittick, Fred T. Wise, J. B. Wharton, J. W. Vinson, Robert Gray, G. D. Slanker, R. N. Jessop, A. F. Miller, S. Y. Hawkins and W. F. Brown. Fred T. Wise at that time was special agent of the German of Indiana, and later became Illinois state agent of the Home. His brother, E. P. Wise, was special agent of the Phenix and his father, B. T. Wise, was special agent of the Phenix with headquarters at Springfield. That was the day when field men regardless of affiliation belonged to the Illinois State Board. It can be said truthfully, "There were giants in those days."

HEART OF CITY AFTER 1871 FIRE



The heart of Chicago after the fire—looking north up Dearborn and Clark streets from Harrison

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In the early days the policy fees were charged on new policies but not on renewals. It was stipulated, however, in the early board rules, that only one policy fee should be charged for sums under $5,000 if the insurance under that amount was split up for the convenience of the agent.

Utter Builds Up Successful Practice in Accounting

ARTHUR J. UTTER, the certified public accountant, with offices at A-2140-4 Insurance Exchange, has built up a successful public accounting practice among the insurance institutions of the country.

In 1914 he opened an independent office in the Insurance Exchange and has since maintained it there. During this time he has developed a staff of competent assistants. His organization is able to properly handle any phase of insurance accounting.

SINCE 1901 he has been connected with insurance affairs. He was in a local agency at Fond du Lac, Wis., for about three years. Following this, he was associated with various insurance organizations before entering the public accounting field. Among those with which he was connected are the following: Western department of the Niagara Fire at Chicago; Chicago city office of the Northern Assurance; Montgomery & Funkhouser general agency at Chicago; American National Fire home office at Rock Island, Ill.; Price- Waterhouse & Co., certified public accountants, and Marwick, Mitchell, Peat & Co., certified public accountants in Chicago, having been four years with the latter.

HE is a member of the American Institute of Accountants, the American Society of Certified Public Accountants, the National Association of Cost Accountants, and the Illinois Society of Certified Public Accountants.

Hanover Important Unit in Western Insurance History

THE western department of the Hanover has been an important unit in the western history of fire insurance. The department was not opened until 1894, but for 30 years prior to that the Hanover had been active in the west as a member of the New York Underwriters Agency. The company was organized in 1852, with many notables of that time among the stockholders, including Washington Irving. In 1863 Alexander Stoddart, one of the outstanding figures of his day, was appointed agent for the company and the Hanover operated in the west through him for many years. He greatly developed the western field and under his direction the New York Underwriters Agency developed a large business for the Hanover. On Jan. 1, 1894, a western department was organized with Howard P. Gray as western general agent. Mr. Gray had been western executive representative for the New York Underwriters Agency for several years. In 1900 he resigned and was succeeded by Wise & Higley, who operated jointly as general agents until the resignation of Mr. Wise in 1901.

AT that time Charles W. Higley became sole general agent in the west and has maintained that connection up to the present time. Under Mr. Higley's direction the western department of the Hanover has made rapid strides and is now an active factor in the business. Not only has the department accomplished much in the west, but from it the home office of the Hanover has drawn extensively for its official timber. In 1901 Fred A. Hubbard was appointed assistant general agent. In 1917 the home office called him from the west to elect him vice-president, which post he held until he retired in 1923. Upon his transfer to the east, Montgomery Clark was appointed assistant general agent under Mr. Higley and he in turn was called to the home office as vice-president in 1923. In 1924 Mr. Higley himself was called into the official family as president of the company. Thus the western department has contributed notably to the home office organization.

MR. HIGLEY has always been one of the active men in the western managerial ranks, participating in much of the western committee work and organization work, particularly in the direction of the Underwriters Laboratories and Underwriters Salvage Company. Mr. Higley originally came from Cedar Rapids, Ia., where he had first started as a clerk in a hardware store and later entered the insurance business. He first took up insurance in 1888, traveling extensively as state agent for the Hanover in the northwest. He was called to Chicago in 1895, where he became assistant general agent of the Hanover. He was appointed general agent in 1901 and president in 1924. He still continues as western general agent and is assisted by William K. Maxwell, who was appointed assistant general agent in 1923.

MR. MAXWELL has spent all of his insurance career with the Hanover and was state agent in Illinois for 23 years prior to becoming assistant general agent.

As an indication of the remarkable strides made by the Hanover in recent years, since Mr. Higley assumed the presidency of the company, the capital has been doubled, the net surplus doubled and assets increased 50 percent. In 1924 the capital was $1,500,000, surplus was $2,008,971 and assets were $9,166,024. The mid-year 1928 report shows capital of $2,500,000, which has since been increased to $3,000,000, net surplus of $6,276,255 and assets of $15,079,765. The western department has been an important factor in the development of the company.

William Dawson Crooke was the old-time manager of the western department of the Northern Assurance of England. He came to Chicago in 1876, and was appointed assistant manager of the northwestern department of the Royal where he remained until 1882, when he took his position with the Northern.



CHARLES W. HIGLEY



W. F. SWEAZEA

North British Active in Earlier Days of Chicago

AMONG the most active companies in the early insurance history of Chicago was the North British & Mercantile, evidence of this appearing in the list of claim payments following the Chicago Fire. The North British & Mercantile entered Illinois in 1867 and immediately became quite active, incurring $2,330,000 losses in the Chicago Fire. Soon after the Chicago Fire and shortly after the formation of the firm, an agency was placed with Fred S. James & Co., and is still in existence.

IN due time a western department was established in Chicago to handle western business. W. W. Dudley was manager of the department for some years. The assistant manager at that time was H. H. Glidden, afterward for many years head of the Chicago Board. Mr. Glidden acted as resident secretary for the North British in Chicago from 1892 until about 1896. The western department was removed to New York in 1910. At that time Wiley J. Littlejohn, who was western manager, was retired. George H. Bell, now mestern manager for the National of Hartford, was assistant manager and went with the western department of the New York office. Soon after the transfer



In Order to be *Sure*—

MANY Fire Companies operating in territories far removed from their home office, as well as close at hand, are coming more and more to rely on National Inspection Service.

Inspections lead to the discovery and correction of fire hazards, thereby tending to reduce fire losses. Thus National Inspection is playing its part in the conservation of property throughout America.

NATIONAL INSPECTION COMPANY

JOSEPH G. HUBBELL, Manager
RALPH L. THIELE, Chief Inspector

H. B. CHRISSINGER, Asst. Manager
M. E. BULSKE, Asst. Chief Inspector

Inspectors for the Insurance Companies
176 W. Adams Street, Chicago, Ill.

of the western department to New York, a Cook county department was established under Kirk Hunt. He was succeeded by Cecil F. Collins, who in turn was succeeded by W. D. Hall. W. S. Hutchins followed Mr. Hall and in turn was followed by W. F. Sweazea, who became Cook county manager in April, 1927, and still holds the post.

W. F. SWEAZEA has been in the insurance business for nearly a quarter of a century, prominent in western field work. He was special agent of the survey department of the Hartford Fire in Missouri from 1905 to 1907. He then became Arkansas state agent for the Springfield Fire & Marine, serving there for two years. In 1908 he was appointed Kansas state agent for the Niagara Fire with headquarters in Kansas City, Mo. The Niagara transferred him to Minneapolis in 1917 as state agent for Minnesota, the Dakotas and Manitoba. In 1920 Mr. Sweazea was selected by the Niagara to establish a farm and hail department in Chicago, covering its operations in the central west. June 1, 1921, Mr. Sweazea resigned and returned to Kansas City as Missouri state agent for the North British group, excepting the Pennsylvania Fire. He was retransferred to Chicago in April, 1927, to become Cook county manager of the entire North British fleet.

Chicago Board Brought to State of High Efficiency

AT this time the Chicago Board of Underwriters is functioning undoubtedly at the highest point of efficiency it has ever attained. In 1923 Ernest Palmer was engaged as manager and general counsel of the board. He had spent a year about 1912 as assistant attorney in the Department of the Interior at Washington. Then he had been selected as assistant to O. B. Ryon, general counsel, National Board of Fire Underwriters. His experience in that work was broad, as it brought him into contact with the insurance departments of all states and required consideration of the legal and the public relations aspect of insurance.

HE had no technical knowledge of rating, but his experience with the National Board had given him ideas of public service and efficiency in rating organizations. With the able assistance of Jay S. Glidden, assistant manager, one of the noted authorities of the country on fire insurance rating, he has steadily built up all departments of the work of the board to a standard that perhaps is not exceeded in any other rating body in the country.

IT is not only in the rating and engineering departments of the board that the work has been brought up to date. Committees whose duties were more or less desultory and vague have been put on an active basis and now perform an important share of the work of the board. The salvage corps has been reorganized and expanded under an able chief. Board rules have been revamped in many respects and the commission question has, perhaps, been brought close to a solution. The board has taken over the insurance library and brought it into practical usefulness, with a large patronage. It has also taken over the conduct of the educational courses of the Insurance Institute for Chicago.

ALL of this has been done under Mr. Palmer's active leadership, with the active support of a large group of progressive members within the board. The program is by no means concluded.

The activities that are classed under public relations are receiving the attention of both Mr. Palmer and prominent members of the board and Mr. Palmer's experience and ideas particularly fit him to lead in this movement. He has been for a year a member of the insurance committee of the American Bar Association. He has retained his legal connections and has been prominent in bar association work. At the last bar association meeting in Seattle, he was on the program as a speaker. He has always maintained many contacts outside of the insurance business. For the past 10 or 12 years he has been a trustee of Lake Forest College at Lake Forest, Ill. As a public speaker his wit and humor put him in demand, and he was recently chosen as toastmaster for the banquet celebrating the 25th anniversary of the City Club of Chicago.



ERNEST PALMER



CHARLES E. DOX

Dox a Veteran in Ranks of Western Fire Underwriters

THE western department of the London & Lancashire has been in Chicago for over 40 years, prior to that being in Cincinnati. When it was in Cincinnati, it was managed jointly with the Royal, by the Law Brothers. When the latter moved to Chicago to head the western department of the Royal, in 1887, the London & Lancashire also went to Chicago under the management of Charles H. Case, who had been with the Law Brothers in Cincinnati. In 1888, John S. Belden was appointed manager of the London & Lancashire and served continuously until 1901 in that capacity. Mr. Belden was one of the outstanding men in the managerial ranks in his time.

UPON the consolidation of the London & Lancashire and Orient offices in Chicago in 1902, Charles E. Dox, who had been at the head office of the Orient in Hartford, joined Mr. Belden in the management of the joint western department. In 1902, when Mr. Belden resigned, Mr. Dox became sole manager, which he has been since that time.

Mr. Dox is one of the veterans in the ranks of the western fire underwriters. He is 67 years old and has been in the fire insurance business for 47 years. Over 27 years of that time have been spent with the London & Lancashire group. Mr. Dox is a native of Indiana, having been born there in 1861. He entered the insurance business in 1880, first traveling in the southern field for the Continental, the Phenix of Brooklyn and the Norwich Union.

IN the summer of 1900 he went with the Orient of Hartford as secretary of the company. In September of that year he was transferred to Chicago as manager of the western department of the Orient, succeeding B. W. French, who had retired on account of ill health. There he became western manager of the Orient and also associate western manager of the London & Lancashire with Mr. Belden. He became sole western manager of the two companies in 1902. Mr. Dox has been president and a member of the executive committee of the Western Factory Insurance Association. He has also been vice-president and a director of the Western Adjustment & Inspection Company, and a director of the Underwriters Laboratories, the Underwriters Salvage Company, and others organizations active in the western field.

William H. Rothermel, who in later years became a well known adjuster and had charge of that work for Moore, Case, Lyman & Hubbard, was formerly special agent of the Traders of Chicago. He was a brother of S. A. Rothermel, who later became secretary.

Faith



Justified ~ ~ ~

13 Days after the Great Chicago Fire on October 22, 1871 - - Westchester Evidenced its Faith in Chicago's Future by Establishing a Chicago Branch Office - - - with M.O. Brown as Manager

WESTCHESTER FIRE INS. CO. NEW YORK

WESTCHESTER

FIRE INSURANCE COMPANY
of NEW YORK

Western Department—Chicago
S. H. Quackenbush--Manager

History of Rating in the West

(Continued from page 26)

tested. J. C. Lloyd came from the Pacific Coast with the so-called "Pink Key Rate Schedule." Others tried their hands in getting out schedules, but none brought logical results. The governing committee realized that the experimental work, testing and applying these new schedules, and the friction caused in rerating, had engendered much complaint. The cost had run up into real money. It had been a most expensive procedure. The public was beginning to condemn the insurance companies for not knowing their own mind and having no scientific measuring rod to fix rates.

THE attempt in 1900 to bring about the use of a uniform schedule seemed to create more confusion, because nothing that had been tested would work from a practical standpoint. The situation was becoming decidedly chaotic.

Mr. Dean at this time was literally drafted into the service. He had worked out a small experimental schedule consisting of about 20 pages intended for use in small towns where the need was the greatest. He had only 50 copies printed, for private testing purposes. It was being tested by the Springfield's own field men in order to see whether it had real merit. A copy of the schedule accidentally came into the hands of the executive committee of the Illinois State Board that was trying to formulate a new basic schedule. Mr. Dean in undertaking the work of trying to get out the schedule had found that there were no guiding principles to give him a foundation. There were no postulates to start with. Mr. Dean began searching about for definitions and principles. For instance, he wanted to know what was a "basis rate." He worked three months endeavoring to solve this very important problem.

TAKING the simple frame mercantile schedule that he had evolved for his own office he started to perfect it. Mr. Dean then reached the definition for "a basis rate" as "the residue of unanalyzed hazards." This definition has survived the severest scrutiny. Mr. Dean adapted his exposure formulas to his schedule. He realized as he delved into the subject that it was necessary for him to blaze the way. With nothing to work upon or guide him in his studies he had to manufacture a measuring rod. He spent long hours in the night reading pure science. He searched into the early history of insurance. In a book on logic he was interested to find the principle of relativity expounded. Mr. Dean at once saw how this principle could be applied to rating schedules. That was a real discovery on his part and formed one of the big factors in the construction of his schedule. This principle of relativity, by the way, was rediscovered long after by Einstein and used in his mathematical studies in astronomy and physics.

AT this time J. V. Parker, now manager of the Western Actuarial Bureau, was a young man in the governing committee's office, working under Mr. Dudley's instruction in applying various schedules. Mr. Dudley was extremely anxious to evolve a schedule for which his office might be credited. Mr. Parker had been working in Illinois. He went to Mr. Dean's office, stating that he understood that he had constructed a frame schedule and asking for a copy. Mr. Dean was loath to give it to him, as he felt that he had been subjected to more or less criticism by those who did not understand the mechanics of schedule making. However, Mr. Dean liked the appearance of young Parker, told him he had an honest looking face and he loaned him a schedule. Mr. Dean asked him to study it carefully and then come back with any criticism that he had.

THE Simonson schedules by this time had been found utterly impractical. The companies demanded that Illinois and Wisconsin be rerated at once. The National Board schedule was all right in its way but it did not consider exposure. Mr. Parker and Robert M. Bennett were sent out into Illinois to test Mr. Dean's schedule in some of the smaller towns. It was found to work satisfactorily. Therefore, the committee decided to adopt the Dean plan. Inasmuch as the frame schedule had been evolved and was found logical in its application, Mr. Dean was asked to try his hand on a schedule for brick mercantile business. Raters in other states secured copies of the Dean schedule and were pleased with it. They recognized in it an instrumentality for making rates such as they had dreamed of but never seen.

THE rapid spread of the schedule undoubtedly was due far more to the raters than to the company officials, managers and field men. The raters who were applying the schedule saw that it did the work scientifically, sanely, and successfully. At this time some of the managers and field men were skeptical of its results and were inclined to regard it as something promulgated by a business rival for advertising purposes. The schedule became the butt of a good deal of ridicule and sarcasm. It

L. A. Rose Drawn As Youth Into Insurance Business

L. A. ROSE, head of L. A. Rose & Co., comes of an insurance family. His father, a plantation supply dealer at Memphis, started Simon Sturm in the insurance business in that city in 1869. The firm was Hirsch & Sturm. Mr. Sturm had married Mr. Rose's daughter. Adolph Loeb was a member of the firm. Mr. Loeb left Memphis about 1871 and went to Chicago, where he became prominent in insurance. Mr. Sturm also left Memphis and went to Cincinnati, where he established one of the two largest local agencies of that city.

L. A. Rose was born in Memphis in 1873. When the youthful L. A. Rose was ready to enter business he was invited by Simon Sturm, who had no son, to join the Cincinnati agency. Mr. Rose accepted, but in 1894 came to Chicago and went to work for William E. Rollo & Son, later transferring his activities to Adolph Loeb & Son.

IN 1902 started out in business for himself as a broker. In 1908 he formed an agency with Arthur S. Nathan under the firm name of A. S. Nathan & Co. Mr. Nathan retired in 1927 and the firm name was changed to L. A. Rose & Co. On Jan. 1, 1928, Abram O. Stekoll, Mr. Rose's son-in-law, was admitted to an interest in the firm. He had then had about three years experience in Mr. Rose's office.

The office represents the Royal Exchange, Patriotic, Equitable Fire & Marine, Newark Fire, United Firemen's and the Merchants & Manufacturers for fire lines and the Sun of London for automobile. In the casualty branch it represents the Car & General of London. Its quarters are at A-1925 Insurance Exchange.

MR. ROSE for eight years was a member of the board of governors of the Covenant Club and helped erect the beautiful club building on North Dearborn street.



L. A. ROSE

He is a member of the Mid-West Athletic Club. He is also a member of the Westmoor Country Club. He does not play golf, but his friends say he is an excellent caddy.

Mr. Rose's father was one of the early settlers in Memphis, having established himself in that city in 1846. He seemed to have influenced his family toward insurance as another daughter married Hartwig Moss, who established one of the big local and general agencies of New Orleans.



PERPLEXED?

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Childs & Wood

THE next time you are faced with a "situation" give Childs & Wood an opportunity of demonstrating the value of its facilities.

Because this organization has successfully served agents in the Chicago field with a complete insurance service, the number of users of its offices have constantly increased since the inception of the organization in 1907.

Now more than ever before Childs & Wood are equipped to provide the solution to any "insurance situation" with which you might be faced.

Childs & Wood

1455 Insurance Exchange - - - Chicago

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General Agents

Independence Indemnity Company

Independent Fire Insurance Co.

Lumbermans Fire Insurance Co.

Local Agents

Royal Insurance Co.

Glens Falls Insurance Co.

was regarded as too complicated. Men did not sit down and study it out. They refused to delve into a subject that required concentration and mental power. Jokes were gotten out on the schedule and it was the favorite pastime to regard it as something beyond all understanding. However, the schedule worked when it was tried. It proved its merit in every instance. The raters saw that a great discovery had been made and a wonderful contribution had been handed to the business.

WHILE the managers and officials consented to its being used in the smaller towns they were insistent that it be kept out of the cities. The schedule up to this time had been chiefly used in unprotected points. As time went on and the new schedule after continuous tests revealed more and more that it was an instrumentality that brought results because it was scientific, managers began to see that schedules used in the cities were not producing consistent results. Therefore, the use of the Dean schedule was extended to all but the larger cities. Some still declared that while it might work satisfactorily in unprotected territory and the smaller cities, it was not adapted to metropolitan centers.

THE San Francisco conflagration added new problems to insurance. There was a demand for scientific rating in the large cities. The men who had gained considerable experience in applying the Analytic Schedule were sent to the large cities to make tests. It was found that the schedule with some modifications would do the work in the big centers. J. W. G. Cofran of the Hartford, who was president of the Union, insisted that the schedule be used in the large cities. Tests were made using the Dean and other schedules. Comparisons then were studied and it was found that in all instances the Dean schedule was the one that was giving consistent and logical results. J. V. Parker and Harold M. Hess, now actuary of the National Board, were assigned to help Mr. Dean to get up a large city edition.

IN applying the schedule to large cities of course the raters struck new features, new hazards and new mathematical problems. They would return to Mr. Dean for suggestions. In time the schedule was evolved and it was decided to apply it to all the large cities in Western Union territory. Therefore, this schedule was found adaptable under all grades of municipal protection for rating special hazards as well as mercantile risks. It has given universal satisfaction. Inasmuch as the Western Union was satisfied that the schedule was the only one that was working out satisfactorily, it was tested in other parts of the country and it or its principles are now used in all sections.

As Mr. Dean delved into the factors which entered into the measurement of fire hazards he soon saw that statistical experience was not a necessary factor in rate making. In fact he felt that such might prove misleading. In 1897 a committee was appointed by the Western Union to collect the classified experience of all companies. Mr. Dean acted as chairman. After much work the figures were assembled. The committee reported that the compilations were worthless for practical purposes. Soon after another committee was appointed to look into the same subject but its work was barren of results. Finally a third attempt was made. A permanent organization was formed for the purpose of collecting the combined experience of contributing companies.

MR. DEAN felt that such classifications were not only without value but dangerously misleading. He declared that as classifications they were spurious because they failed to conform to a single definition of classification as laid down in scientific textbooks. Mr. Dean refused to contribute to this experiment. After seven years the association abandoned the attempt. The Western Union, therefore, came to the conclusion that Mr. Dean was right in his attitude toward classified experience.

He took the position that schedule rating is a form of measurement and like every form of measurement can only be made through the use of standards. Every basis schedule is simply a collection of defined standards. As he pointed out, every standard is an arbitrary thing that makes measurement possible but is not itself made from measurements. Any permanent schedule, he asserted, may be used to build up a classified experience, such as it is, but classified experience is eternally worthless in constructing standards, and every basic schedule is a collection of standards.

MR. DEAN delved into the question of rating sprinklered risks. In one of his treatises he said:

"The automatic sprinkler is without doubt one of the most important economic devices of modern times but its advent brought with it the perplexing, and as yet unsolved, problem of rating sprinklered risks. While many schedules have been devised none of them has worked satisfactorily. Since the first appearance of sprinklered risks, rates have been made either by competition or by the old rule of 'main strength and awkwardness.' Without any generally accepted schedule, the several state rating bureaus have differed in their judgment from each other and the rates promulgated have varied so widely that they failed to inspire confidence. Meanwhile certain aggressive companies, in competition with each other, have written the business strictly according to their own notions. This has bred demoralization, which has

Agency of Rogers & Rollo Dates Back to Early Days

THE agency firm of Rogers & Rollo almost spans the insurance history of Chicago. The members of the firm now are L. C. Rollo and C. M. Rogers, Jr.

L. C. Rollo, one of the original members, started in the insurance business in 1872. His brother, C. E. Rollo, another founder, started in 1865, while C. M. Rogers also started in 1872.

The office records go back to 1884, when C. M. Rogers was appointed Chicago agent for the American Central of St. Louis. The representation of that company has been continuous since then, with a remarkable record of a profit in the agency every year.

C. E. ROLLO began in the office of the Merchants Fire of Chicago, founded by his uncle, William E. Rollo, long one of the big figures in the insurance world in the west. In 1873 L. C. Rollo and C. M. Rogers were working side by side as clerks in the office of Rollo, Naghten & Co. After a few years, C. E. and L. C. Rollo formed their own brokerage firm under the name of C. E. Rollo & Co. and built up a large brokerage business. C. M. Rogers formed another connection, but in 1884 established his own agency with the American Central. In 1897 C. M. Rogers, Jr., joined his father as a clerk.

IN 1899 the two offices of C. M. Rogers and C. E. Rollo & Co. united under the name of Rogers & Rollo. In 1908 C. M. Rogers, Jr., was taken into the firm. C. E. Rollo died in 1913 and C. M. Rogers in 1918.

The offices are located in the Insurance Exchange building. Rogers & Rollo are Cook county managers for the American Central of St. Louis, and also represent the State of Pennsylvania, the Maryland, Milwaukee Mechanics and City of York, besides the Columbia Casualty.

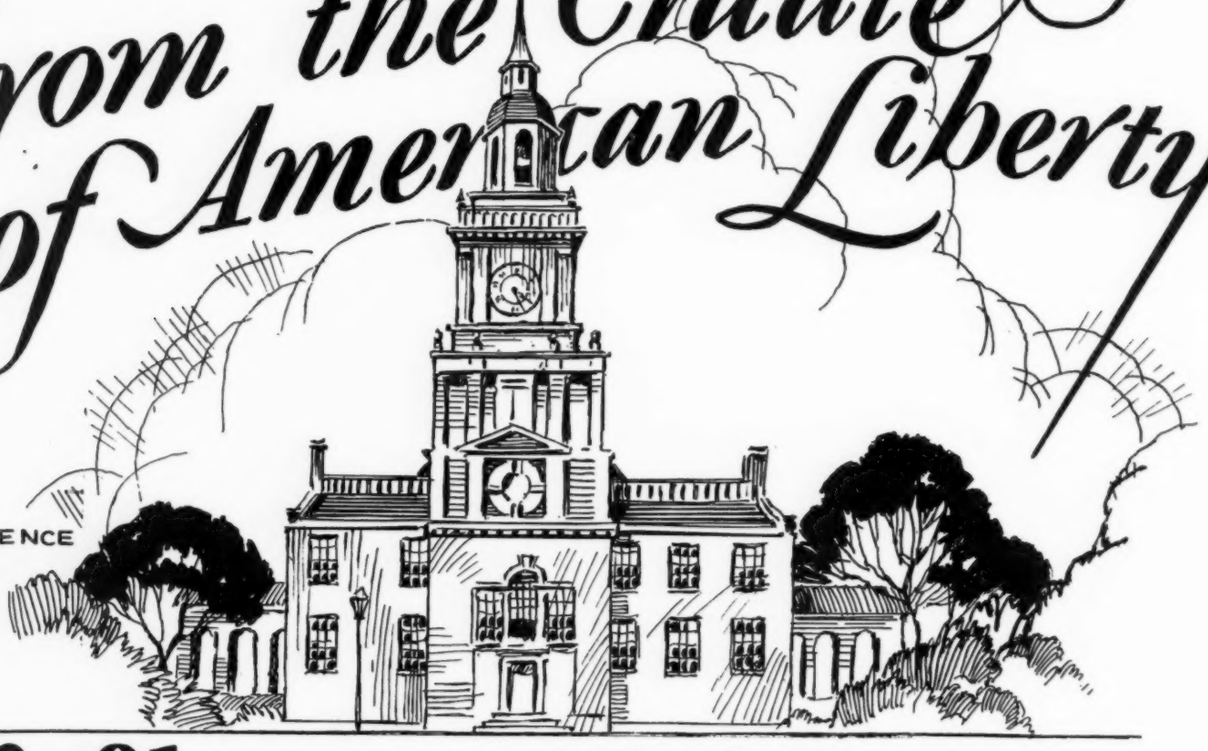


C. M. ROGERS



L. C. ROLLO

from the Cradle of American Liberty



INDEPENDENCE HALL

with 81 years *of* Life Insurance *Service to America*

Growing up as it has for the past 81 years in the atmosphere of American Freedom, it is but natural that something of the high idealism and uprightness of pioneers of Liberty should permeate the business dealings of the Penn Mutual Life Insurance Company.

No company gives to its agents and to its policy-holders a finer, happier service, and no company does more to keep this service to its policy-holders, its beneficiaries and its representatives always up to highest standards.

WILLIAM PENN · FOUNDER OF PENNSYLVANIA ·

PENN MUTUAL

LIFE INSURANCE COMPANY

Head Office: Independence Square, Philadelphia

CHICAGO—FRANK H. DAVIS, Gen. Agt.—120 So. La Salle Street

Randolph 3090

been constantly increasing from year to year.

"IN view of the fact that sprinkler installations can be applied to all classes of risks, the class known as sprinklered risks comprehends not only mercantile but industrial risks of every variety. Considering the insurable values now protected by sprinklers and the rapid spread of sprinkler protection, it seemed inevitable that demoralization was slowly and surely spreading to practically all business written by the companies. The gravity of the situation was such that for several years underwriters realized that the sprinklered risk question went to the very vitals of the business."

A number of committees which delved into this problem did not offer a satisfactory solution. Finally a committee was appointed of which Mr. Dean was chairman. It made a recommendation which eventually met with the approval of practically all companies. An independent actuarial bureau of experts was organized with advisory jurisdiction over sprinklered rates and forms. This solved the problem.

IN concluding some observations in "A Tale of Forty Years," Mr. Dean said:

"The Kansas City C- pact first established the teamwork which was a prerequisite to further progress. The Analytic Schedule gave us the long sought permanent and universally applicable system for the measurement of hazard. The anti-discriminatory rate law gave the sanction of the law and made it possible to apply this measurement without concealment and under authority of the state."

THE preceding quotation expressed Mr. Dean's views, when written. At that time he shared the popular belief that a scientific basic schedule would cure about all the ills that fire insurance is heir to, but later experience has failed to confirm this belief.

"About the time the Analytic Schedule arrived," he says, "the old anti-compact theory of our lawmakers was abandoned and the anti-discriminatory theory adopted as a substitute. In principle, the anti-discriminatory theory is correct, but unfortunately the new laws conferred upon each state insurance superintendent the power to raise or lower rates at their own discretion. The advent of a really scientific basic schedule did put a stop to the endless construction of new basic schedules, but what use could be made of a schedule that could be bowled over at the whim of every state insurance superintendent?

"Our experience with this regulatory clause has revealed an accelerated motion, from bad to worse, which can only be checked by expunging the clause that empowers a transient and inexperienced official to make mincemeat of a system developed by generations of underwriters, and maintained at an enormous annual expense. Under such conditions a continuation of friction would be inevitable, with any basic schedule, regardless of its merits. Meanwhile close observation has disclosed the encouraging fact that none of the existing controversies could be traced to the new basic schedule and that the origin of the present friction is attributable to our failure to grasp the full meaning of the process of fire-hazard-measurement. We have really been concentrating our attention on making rates while ignoring the necessity for an equally scientific system of changing rates to conform to our annual experience.

"RECENT studies have demonstrated the important fact that all measurement consists in establishing quantitative relations, and that things may be measured under their time relations, as well as their space relations. We can measure these two bodies of relations, either separately or jointly, as our necessities require. These are fundamentals that may not be ignored. They are as essential to the complete measurement of fire hazard as in other forms of measurement. Further the existence of time relations, in fire hazard, is unmistakable. Every fire underwriter knows, from experience, that it is as necessary to change rates as it is to make rates. Further there is no room to question the existence of time (i. e. sequential) relations, or the equally important fact that if time relations exist, they must be measured, if we would complete our task of measuring two bodies of relations instead of one. There is no escape from the fact that our basic schedules are intended to measure coexistent (i. e. space) relations, or that time (i. e. sequential) relations must be recognized, as an auxiliary form of measurement, that is essential to the entire measurement of fire hazard which is necessary, before we can annually promulgate what we call fire rates.

"THESE conceptions are in the air, and there is no escape from their practical application as a condition precedent to peaceful

Big Special Risk Business Built by St. Paul F. & M.

THOUGH not housed in Chicago, the St. Paul Fire & Marine is distinctly a western company and its head office is not far from this western metropolis, being at St. Paul, Minn. The company is thoroughly established in Chicago and is a leader in this field. It has a definite plant in the Insurance Exchange building under William J. Sonnen, who is manager of the improved risk department for the entire St. Paul fleet, including the St. Paul Fire & Marine, the Mercury Fire, the Minnesota Underwriters and the St. Paul-Mercury Indemnity. A. F. Shaw & Co. is general agent for the St. Paul's special jewelry and fur coat contract and special policies covering musical instruments and other articles, having built a large business in this field. The fire business of the company has been with Moore & Janes, which has come down through changes to the present firm of Moore, Case, Lyman & Hubbard. There is also a Cook County department, with Charles E. Geissler as manager. Wiley, Magill & Johnson have the Cook County management of the Mercury. The St. Paul-Mercury Indemnity operates through the fire agents of the St. Paul and the Mercury.

THE St. Paul Fire & Marine was originally organized in 1853 as the St. Paul Mutual by act of the legislature of the territory of Minnesota. In 1865 the legislature of the state of Minnesota permitted a change of name to the St. Paul Fire & Marine, the company starting with $75,000 paid up capital. A few years later the Chicago fire necessitated the payment of $140,000 in claims and a new issue of stock was sold to put the company on its feet. The company has since grown to large proportions, now having $4,000,000 in capital, nearly $15,000,000 in surplus to policyholders and nearly $30,000,000 in assets. As the needs of the business required, it operated the Minnesota Underwriters agency and later incorporated and owned the Mercury and St. Paul-Mercury Indemnity. The chief business of the company has always been the writing of fire and marine risks, but it has been a pioneer in other coverages. It was the first and for many years the only big stock company to carry hail coverages on growing crops and has paid the farmers of the middle west many millions. It took up a great variety of floater forms, explosion, riot and civil commotion and sprinkler leakage and in 1908 it established a Chicago office with W. J. Sonnen as manager of the special risk department.



W. J. SONNEN

MR. SONNEN has been in the insurance business over 50 years, entirely with the St. Paul Fire & Marine. He started in 1877 at the home office and remained there for 23 years. In 1900 he went into the field as state agent in Illinois and Iowa, later having the Illinois field alone. In 1908 he was appointed manager of the new special risk department which was then being opened in Chicago and has remained in that position to the present time. Last year he celebrated his 50th anniversary with the company and is still one of the aggressive figures in the business.

relations among all concerned. There can never be peace in the rating function of fire insurance until there is as complete recognition of every scientific principle involved, as there is in every other form of measurement that is essential to modern civilization."

Rapid Development Shown By Commercial Casualty

BEGINNING operations only four years ago, the Chicago branch office of the Commercial Casualty has made remarkable progress and is now among the most aggressive casualty and surety organizations in the city. The Commercial Casualty had been in middle western territory previously, of course, operating through general agencies, but in 1924 the company opened a Chicago branch office which has since handled Chicago business. In addition it has had supervision over all middle western business, three states, Illinois, Wisconsin and Iowa reporting directly to the Chicago branch office. William E. Tucker is resident vice-president and as such opened the branch office. The development of the office is indicated by the growth in premiums, the total of the first full year of business being only $225,000, while now it is over $2,000,000. The growth has necessitated the doubling of the office space, new quarters being occupied this month at 1337 Insurance Exchange, just twice the size of the office previously occupied.

MR. TUCKER has had a long casualty and surety experience, starting over 20 years ago with the old American Bonding in Baltimore, following a previous experience in practicing law in Baltimore. With the American Bonding he became vice-president and continued with that company until 1918, when he went with the Fidelity & Deposit. Two years later he went with the Commercial Casualty to supervise agency development in the western field. Mr. Tucker started general agencies in the larger cities in the middle west and then in 1924 opened the Chicago branch office, becoming resident vice-president at that time. He still holds that position and has developed a large premium income for his company in this territory.

HE has associated with him a competent staff of men, well trained in the various branches of the business and heading up all of the departments in a capable manner. Peter S. Pedersen, previously with the Massachusetts Bonding for a number of years, has been manager of the bonding department for four years. H. E. Larson has been manager of the plate glass and burglary department since the organization of the Chicago branch office. B. J. Phillips, for many years with the Zurich, has been manager of the liability department for three years. L. G. Hurd is manager of the compensation department, having previously had charge of the same department for the Massachusetts Bonding. Prior to that he was for 10 years with the Aetna. The company maintains complete inspection, payroll and claim departments in Chicago for the western territory. The inspection department is in charge of L. M. Lylerly, formerly with the Maryland Casualty, the payroll department is under John Hagedorn, for many years with the General Accident, and the claim department is under H. K. Bollan, for many years assistant to I. W. Brodt of the Aetna. In addition the Commercial Casualty has a large industrial accident and health department in Chicago in charge of E. Ginsburg.

Quickly Develop Big Agency Featuring Automobile Lines

STROM, CARLSON & GRUPE is a thoroughly established Chicago agency which has been operating under its present title only since 1925, but whose origin dates back many years. The organization is the outgrowth of the brokerage department of the well known H. G. B. Alexander & Co. office. In 1925 Roy M. Strom, who was then manager of the Alexander brokerage department, joined with Harold E. Carlson, who was superintendent of the underwriting department for the Continental Casualty, under the firm name of Strom, Carlson & Co., taking over the business of the Alexander office. A separate corporation was organized and the brokerage department of H. G. B. Alexander & Co. was purchased. The firm name was changed again in 1927, when A. H. Grupe, vice-president of H. G. B. Alexander & Co., was taken into the firm and the name changed to Strom, Carlson & Grupe, Inc. The office has built a large general insurance business, specializing in automobile insurance, but writing all lines, including life.

TO head up the automobile insurance development work, the firm has one of the outstanding automobile underwriters of the country. H. A. Grupe has been in the insurance business over 30 years and the majority of his time was spent in automobile insurance. He first spent seven years in local agency work and then went into the field in Missouri for the London & Liverpool & Globe. Three years later he went into the Iowa and Missouri fields for the Providence Washington. He then went with the Hartford Fire at its head office in the automobile department and shortly thereafter was appointed manager of the automobile department for the America Fore companies in New York. Eight years ago he resigned that position to go with the Continental as vice-president of H. G. B. Alexander & Co. That agency organization handled all of the Continental's business in Chicago. He is now developing a country-wide automobile insurance business for Strom, Carlson & Grupe.



WILLIAM E. TUCKER



A. H. GRUPE

HAROLD E. CARLSON, as is true of the other two members of the firm, was previously with the Continental Casualty. All of his insurance experience has been with the Continental in various capacities of underwriting and field work. He has been with the company at Pittsburgh and New York, being manager of the underwriting department in the latter city. More recently he has been superintendent of the underwriting department in Chicago.

Roy M. Strom has also been with the Continental Casualty during his entire insurance career, joining the company after he left the service at the end of the war, and becoming superintendent of the payroll audit department. He was later appointed manager of the brokerage department of the Alexander office, which position he held when the new agency firm was organized.

THE office has an outstanding engineer in charge of its engineering and inspection department, A. J. Lauer heading up this work. Mr. Lauer has had many years experience in this work, having traveled the entire United States for the Marsh & McLennan organization for the past five years in a similar capacity. Prior to that he was manager of the sprinkler leakage department of the Western Actuarial Bureau and for two years was engineer with the Wisconsin Inspection Bureau. The agency has a complete underwriting and engineering service for all classes of insurance.

Bartholomay-Darling Firm All Began in Selling End

THE general agency of Bartholomay - Darling Company was organized in 1916 when William Bartholomay, Jr., and Herman Bartholomay, doing business as Bartholomay, Inc., and Ira C. Darling, doing business as Ira C. Darling & Co., joined forces under the present name. William Bartholomay had been a broker in the local office of the Liverpool & London & Globe from 1906, under Manager William S. Warren. Mr. Darling had been with the local office of the Queen, being a special partner of P. D. McGregor in the Chicago agency of that company.

Some years ago the Liverpool & London & Globe placed its Chicago agency with the firm, discontinuing its local branch office. Bartholomay-Darling Company also represent the Home Fire & Marine, Fire Association, Philadelphia Fire & Marine, Tokio Marine & Fire, Rhode Island, Sun, Security and Travelers. In November, 1920, the Bartholomay - Darling Company was appointed Cook county agent for the Indemnity Insurance Company of North America and has represented that company continuously since its entry into the state. A large casualty and surety business has been built up and the agency maintains a large staff in the loss department and also in the inspection and audit department.

HAROLD DEARBORN, head of the fire insurance department, has been with the agency since it was organized, being assisted by G. L. Hubbard as underwriter and O. L. Butler in charge of the inspection department.

John L. Clarkson, formerly of the home office of the Indemnity Insurance Company of North America, has long been associated with the agency in charge of casualty lines, assisted by George W. Peterson. The underwriting for compensation is handled by Bernard F. Corrigan. Edward O'Donnell is manager of the surety department and William L. Huck of the automobile department. Plate glass and burglary lines are under Adam Arnold, W. B. Hinckley is manager of the life department, Richard T. Frasier of the marine department and Edith Sissle of the accounting department. It is worthy of note that the greater number of these men have been in the insurance business for 20 years or more and Bartholomay - Darling is rather proud of the length of service of its associates.

IT is also notable that all of the partners started in the "selling end." None of them started out as map boys or file clerks, but went out the first day to tell the public about the need for insurance. Mr. Darling has framed on the wall of his office the record of his first month's business. It is hand ruled, but entirely adequate. It shows premiums of $302.75 and commissions of $54.46, but it includes two of his own policies on which the commission was $21. Therefore, his earnings the first month were $33. The customers on the first record sheet, except those that have gone out of business, are still customers of the agency.

Retail Center

"Sixty years ago and up to the time of the fire of '71, Lake street was the retail center — that part for several blocks east and west of Clark street.

"This district was to Chicago what State street is now. The largest and best stores were there, with fronts of buildings decorated with many attractive signs and symbols of trade.

"At the edge of the sidewalks hitching posts were numerous, as were the horses and vehicles attached thereto during the rush hours."—C. E. Jennings.

Rapid Growth of Engelhard, Krogman & Co. in Six Years

LESS than six years old, the local agency of Engelhard, Krogman & Co., has made a remarkable record. In March, 1922, H. H. Engelhard and H. W. Krogman formed their present partnership and began business on a modest scale. Mr. Engelhard entered the insurance business 23 years ago with the North British & Mercantile. Later he went with the western department of the Connecticut Fire, where he remained seven years. Then he went to the western department of the Fireman's Fund and continued there until the start of the present agency. Mr. Krogman began as an inspector for the Chicago Board of Underwriters. Then he became special agent for Brummel Bros. and later Cook county special agent of the Fireman's Fund.

THE growth of the agency is indicated by some comparisons that were made on the fifth anniversary. In 1922 they started with three employes and 480 square feet of floor space. In 1923 they had six employes and 860 square feet of floor space. In 1924 the number of employes had grown to 14 and the space to 1,085 square feet. In 1925 the number of employes was 20 and the number of square feet 1,310. In 1926 there were 32 employes and 1,888 square feet of floor space. In the new and beautifully arranged office on the twelfth floor of the Insurance Exchange they have 3,800 square feet of floor space and the employes number 41.

Engelhard, Krogman & Co. now represent eight fire companies and three writing casualty business. They are Cook county managers of the Connecticut, Dubuque, Fireman's Fund, Manhattan, National Reserve, National Union, Standard and United Firemen's. In addition they are general agents for the Standard Accident and the New York Casualty and also represent the New York Casualty.

ASSOCIATED with the office is Homer Gwinn, formerly assistant manager of the western department of the Firemen's. Mr. Gwinn has had a long experience. He started as an office boy in the agency of Pellet & Hunter. He went to the Girard as a map clerk and then to the O. C. Kemp general agency as an examiner. He became state agent of the Kemp companies for Iowa and in 1914 went to the Firemen's as Wisconsin state agent under Neal Bassett, then western manager. From Wisconsin he was called into the western department office and became assistant manager, going into the local agency business with Engelhard, Krogman & Co., in August, 1927.

Oscar Engelhard is office manager for the agency. He began as office boy in the western department of the Connecticut Fire, later going to the Firemen's of Newark under Mr. Bassett. He was in the service during the world war and returned as examiner for the Firemen's. Later he was superintendent of the automobile department of that company, taking his present position with Engelhard, Krogman & Co. agency in May, 1927.



H. H. ENGELHARD



H. W. KROGMAN

Sireno French, who was born in 1810 in Otisco, N. Y., was the father of B. W. French, who was western manager of the Orient. In the early '60s the elder French went to Chicago as general agent of the City Fire of Hartford. When the Orient was organized in 1867 he was made western general agent of that company. He took his son, B. W., into his office and trained him so successfully that he was appointed to succeed him as general agent. The elder French then returned to New York to live in retirement. He built a home on the banks of Lake Conesus and called it "Castle Content."

1857 — *Berkshire Life enters Illinois to pioneer the Mutual Life plan* — — —

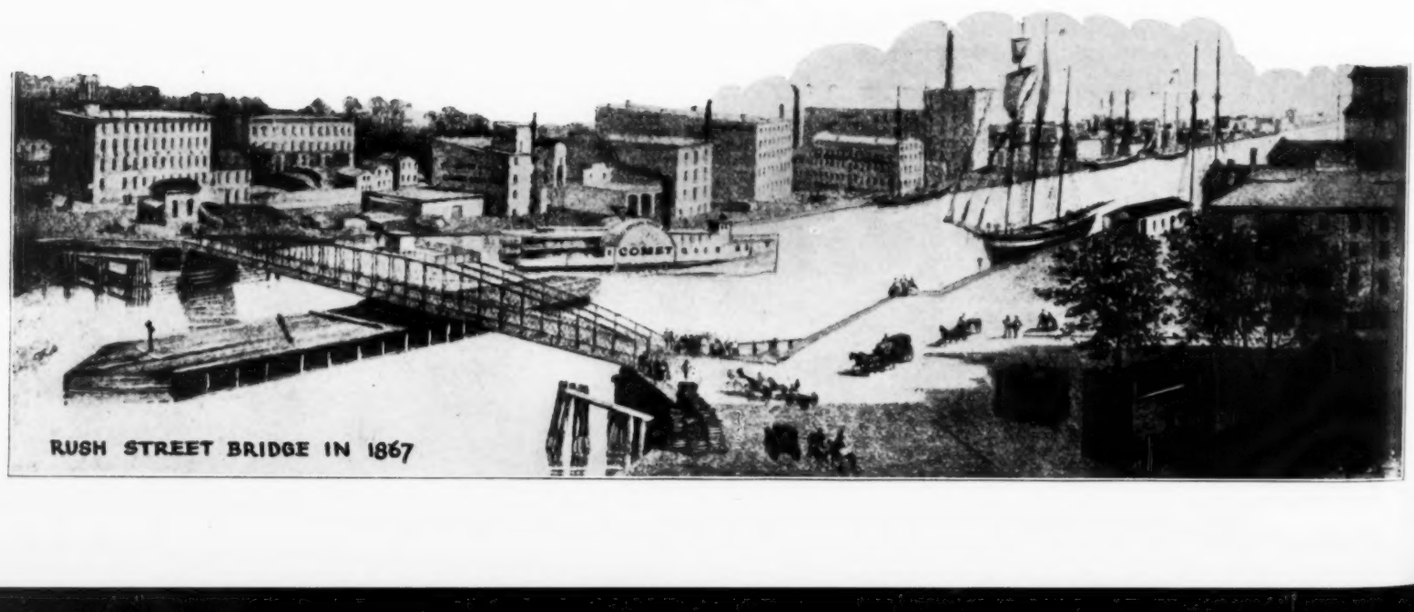
Six years after the Berkshire Life was organized as a mutual life insurance company the organization entered Illinois.

In those days the mutual plan of life insurance was new—there were not many companies writing it. The Berkshire was one of the Pioneers. But the mutual plan of life insurance was sound and the pioneer work of the Berkshire soon placed it among the leading life insurance companies in America. This leadership in establishing the principles of mutual life insurance has earned for the Berkshire a reputation that is unimpeachable.

Today this reputation, the background of experience from those years of Pioneering, together with the high type of contracts of insurance written is enabling Berkshire representatives each succeeding year to surpass all past production records.

BERKSHIRE
LIFE INSURANCE COMPANY
INCORPORATED IN 1851
Pittsfield, Mass.

General Agent for Illinois
ROBERT F. PALMER
1620 BORLAND BUILDING
Chicago



RUSH STREET BRIDGE IN 1867

History of H. & A. Conference

CHICAGOANS have been prominent in the establishment of a number of the leading organizations in insurance. Many of them have held their first or early meetings in the city. Wherever these organizations have met, Chicago men have been conspicuous in their guidance. In the early '90s there were a number of mutual accident companies in the central west. Most of them were writing business on the monthly payment plan, the popular policy being $1 a month. There was much cut-throat competition. Prejudice abounded on all sides. There was no coöperation. Because of this destructive policy there had been a number of failures of concerns that ventured into this field. Wrecks strewed the way and the trail was far from being attractive.

IN 1891 two mutual companies were formed that were destined to be great leaders in the business. They were the United States Benevolent Society of Saginaw, Mich., and the Northwestern Benevolent Association of Duluth. These companies were officered by men of conservative ideas, who had a real vision and who possessed business sagacity. A number of other good companies were organized, particularly the National Protective, Columbian Relief, Phoenix Accident & Sick Benefit, Northern Accident, American Mutual Aid, Fidelity Health & Accident and others. These companies really paved the way for the big industrial accident and health business that has been built up in later years. Theretofore, companies had written only accident insurance.

THE managers of both mutual and stock companies were prejudiced against health insurance. Health insurance came into being along limited lines. However, some companies started to write the monthly payment policy, giving accident and health benefits. In 1899 the International Association of Accident Underwriters had a resolution brought before it to amend the by-laws, admitting to membership companies engaged in both accident and health insurance. The only man who voted for that resolution was Alfred E. Forrest, who was secretary of the North American Accident of Chicago. That showed the feeling against health insurance.

UNDOUBTEDLY the state insurance commissioners mistrusted these companies essaying to write sickness insurance. Many new ones came into existence and as many failed. The commissioners were skeptical regarding the writing of health insurance. Some even refused to license companies that issued combination health and accident policies. Therefore, in a number of states it was necessary to secure legislation allowing companies to write these two classes of insurance.

THE monthly premium accident and health business has been a big success. The foundation of a number of companies was built on this business. Therefore, during the '90s this industrial disability class was in the making. It was a period of experiment. There were many changes in policy forms. There was much readjustment. There was a question as to whether full indemnity should be granted. The subject of house confinement arose. It was felt that something should be done to bring about cooperation among the better class of companies writing this business.

IN the summer of 1898 a meeting of companies was called in Detroit but only four executives responded. It seemed that there was more or less suspicion in the minds of company executives as to their competitors. However, missionary work was done in the meantime, and in November, 1908, another meeting was held at the Great Northern hotel in Chicago. The Great Northern hotel, by the way, has seen the beginning of some very important insurance movements. The originators of the American Life Convention met in that hostelry. So did the founders of the National Association of Insurance Agents.

AT the Chicago conference, there were represented the United States Benevolent, National Protective, Columbian Relief, Fidelity Mutual Aid and Northwestern Benevolent. It was felt that even with so few present an organization should be formed. Committees were appointed, and plans were laid but nothing much of moment materialized. In the spring of 1899 another conference was called in the Grand Pacific hotel in Chicago. The companies that had met in November were represented again and others sent executives to this meeting. In addition there was the Northern Accident, American Health, American Mutual Aid, Home Mutual, Phoenix Accident, LaCrosse Mutual Aid, Western Relief, Metropolitan Accident and North American Accident. The last two companies were Chicago companies

Aggressive Leadership Has Established America Fore

FOR many years the America Fore group has stood in the fore in western fire insurance ranks, each of the companies individually being put among the leaders by aggressive leadership. Prior to 1925 the companies of this group operated independently, since that time having been handled jointly by J. Ralph Wilbur. The western department of the Continental was established in 1869 in charge of Taylor & Williams, general agents. The successive managers in charge following them were J. J. McDonald, George E. Kline, C. R. Tuttle, F. W. Koeckert and J. R. Wilbur, all men who have made their administrations prominent in western fire insurance affairs. Mr. Wilbur was placed in joint charge of all companies of the American Fore group at the opening of 1925. He entered the employ of the Continental as an engineer and inspector in 1898, filling successfully the positions of engineer, agency superintendent, secretary, second vice-president and vice-president. He is now resident vice-president in charge of the Continental, American Eagle, Fidelity - Phenix and First American and in addition is a director of the First American.

THE American Eagle established its western department in 1918, the western department of the First American later being attached to this after its reorganization from the Farmers of Cedar Rapids and the two companies were placed under the same joint control in January, 1925, with the Continental and Fidelity - Phenix, Mr. Wilbur being vice-president in charge.

The Fidelity-Phenix has also had a brilliant record in the west. The western department of the old Phenix was established in 1874 with T. R. Burch as manager. Mr. Burch died in 1892 and was succeeded by Eugene Harbeck, a former special agent of the company in Michigan. Mr. Harbeck died in 1900 and was



J. RALPH WILBUR

succeeded by J. H. Lenehan. In 1910 the company became the Fidelity-Phenix with C. R. Street in charge as secretary and manager. Subsequently Mr. Street was made vice-president and in 1921 president at the home office in New York, being succeeded in the western department by Alfred Stinson as manager. In January, 1925, the western department of the Fidelity-Phenix was also added to the America Fore group under Mr. Wilbur as vice-president in charge. Associated with Mr. Wilbur is a strong western department organization composed of E. A. Henne, resident secretary; J. F. Donica, resident secretary; F. D. Hougham, assistant secretary; Elof Peterson and I. D. Goss, joint managers of the farm department.

FIDELITY AND SURETY BONDS—BURGLARY AND PLATE GLASS INSURANCE

Protecting the public
from the Unscrupulous and Unfit!



In few circumstances is personal surety more to be shunned than in public office. No man who wishes to act without fear or favor will fetter his independence by permitting his friends or political allies to sign his bond.

Not only that, in the event of a loss under a personal bond it is seldom possible to obtain complete recovery, due to the inability or refusal of the sureties to meet their obligations. In such cases, and they are unfortunately numerous, the public, of course, "holds the bag."

For 38 years, the F. & D. has urged that public officials in positions of trust be bonded by a responsible surety company. And for 38 years the F. & D. has specialized in providing this means of protecting public funds.

Much has been accomplished in the education of states, counties and cities to the necessity of their officials being bonded by responsible organizations, rather than by individuals and many of them have banished the dangers inherent to personal suretyship, by providing for the payment of corporate bonds out of public funds.

There is still much to be accomplished however and insurance agents who enlist their efforts in this direction will not only be rendering a real public service, but will be most satisfactorily compensated for their efforts.

FIDELITY AND DEPOSIT COMPANY
OF MARYLAND

ILLINOIS STATE DEPARTMENT
W. H. HANSMANN, Manager
A-1544 Insurance Exchange—South
166 W. Van Buren Street
Chicago, Illinois

and they were writing only straight accident insurance.

WHEN the decade of 1900 was ushered in the monthly premium companies found themselves growing stronger. Some of these companies had been very successful in attracting agents to the business and their premium income had been greatly augmented. Some of those that had experimented with health insurance had demonstrated that it was a practical class to write. There was a demand for it on part of the public and it could be safely underwritten. Some of the purely accident companies still held out but they began to yield to the opinion of those that claimed that health insurance could be written safely.

IT was this year that the Continental Assurance, Metropolitan Accident of Chicago and the Northwestern Benevolent, which was the largest one of the three, merged under the name of the Continental Casualty, thus bringing the Continental into the health insurance field. The Continental Assurance and Metropolitan Accident both were accident companies. The United States Health & Accident had been put on a stock basis. The North American Accident of Chicago had also been capitalized. In 1901 it established a health and accident monthly department under the management of H. A. Luther. The early part of this decade other companies were organized and the ones that were surviving strengthened themselves.

HOWEVER, there were officials that made a strong drive for business going out for volume. Competition was strong and sometimes not very scrupulous. This led to considerable bitterness and friction in the field. There was "twisting" of agents in the business. Companies in order to get a foothold would offer inducements to agents of other companies. "Twisting" therefore became quite prevalent. Retaliation was the order of the day. Special men were kept on the road endeavoring to protect the business of their companies. There was a strong scramble for business.

IN the spring of 1902, Charles H. Bunker, who had been president of the Metropolitan Accident and was then president of the Continental Casualty; D. E. Thomas, president of the National Protective of Detroit; J. B. Pitcher, president of the United States Health & Accident, and Mr. Cliff met in Detroit to discuss ways and means to remedy the situation. They decided to call a meeting of the monthly premium companies. Mr. Thomas was asked to issue the call.

ALTHOUGH some 30 companies were invited, only 10 had representatives at the first meeting, held May 30, 1902, at the office of the National Protective in Detroit. The companies were the Continental Casualty, Chicago; Union Casualty & Surety of St. Louis, North American Accident of Chicago, National Protective of Detroit, Phoenix Accident & Sick Benefit of Benton Harbor, American Health & Accident of Detroit, Western Relief of Oshkosh, Home Benefit of South Bend, American Mutual Aid of Detroit and the United States Health & Accident of Saginaw. An organization was effected, Mr. Bunker nominating Mr. Thomas for president and on motion of A. E. Forrest of the North American Accident Mr. Cliff was elected secretary and treasurer. The name of the organization was called the Detroit Conference on motion of Mr. Forrest.

FOLLOWING the first meeting, May 30, 1902, there was a second meeting held at the Palmer House in Chicago July 1 of that year and four more companies joined the Detroit Conference, they being the Columbian Relief Fund of Indianapolis, Northern Accident of Menominee, Mich.; Indiana Accident of Anderson, Ind., and the LaCrosse Mutual Aid of Milwaukee.

THE purposes of the Conference were broadened and its scope enlarged, a code of ethics was agreed upon and its activities were diversified. It became known as "The Body That Does Things." It did not hesitate to act where action was necessary.

While the conference in its earlier days was not anxious for much publicity regarding its activities and its name was selected, in a measure at least, because of the fact that it was extremely noncommittal in regard to the purposes and the character of the organization, by 1914 it had assumed a position in the accident and health business where it was thought that its title should more clearly indicate its character. It was also felt that the name, "Detroit Conference," was not indicative of its national character. At the meeting held at Atlantic City in September of that year, the name was therefore changed to the Health & Accident Underwriters Conference.

THAT meeting was really a joint session of the Detroit Conference with the National Mutual Union and the American Association of Accident Underwriters, both of which had come into existence shortly before that time, and the three organizations were combined into the new conference. The National Mutual Union had been organized in Indianapolis in 1910 as the result of the feeling on the part of some of the mutual companies which were in business at that time, that the organizations looking after legislation and other matters of interest to health and accident companies were not giv-

Bowes & Company an Agency Organization of Young Men

JEROME P. BOWES, JR., of Bowes & Company, Inc., started his insurance career as a broker with the old agency of Badgerow Company in July, 1913. He continued as a broker with the firm which was later changed to the Rockwood-Badgerow Company. When the United States entered the World War, Mr. Bowes went to the first officers' training camp at Fort Sheridan. He later took the civil examination for the regular army and was appointed a second lieutenant in the field artillery. He was then promoted to overseas duty as first lieutenant of the third division of the 18th field artillery, serving 14 months in that capacity overseas.

AFTER the Armistice Mr. Bowes returned to the Rockwood-Badgerow Company and was made a member of the firm which position he held until February, 1920, at which time he organized his own agency known as Bowes, Merrick & Co., with offices at 110 South Dearborn street. The firm name was changed in 1922 to Bowes, Rogers, Tansill & Welch, Inc. Before the new addition of the Insurance Exchange building was started the firm moved to the old Insurance Exchange annex in May, 1926, where they occupied the entire sixth floor.

IN March of 1928 the firm name was changed to Bowes & Company, Inc. The present members of the firm are Jerome P. Bowes, Jr., Robert W. Tansill, R. Boynton Rogers, E. Irving Fiery, Fred D. Buckman, Irving W. Barnett, Harry E. Burton, Richard H. Pentecost and Morgan Jones.

The office writes all lines of insurance including life. It is the general agent of the Royal Indemnity of New York and also of the life and accident department of the Travelers of Hartford and represents the Newark Fire, North British & Mercantile, Norwich Union Fire, Universal Fire, Brooklyn Fire and the National Security.

THE offices are now located in the south addition of the Insurance Exchange building on the 20th floor, occupying larger and more commodious quarters.

Bowes & Company is an organization of young men. Nearly all of the members were in the service during the war. Mr. Bowes was a captain of artillery, Mr. Tansill a captain in the first officers' training camp and Mr. Fiery a lieutenant of infantry. Mr. Rogers was in the aviation service and Mr. Burton and Mr. Jones in the navy.

MR. TANSILL is a rather noted sportsman. He has hunted and fished in all parts of the United States and was chosen to head the Alexander Revell-Field Museum expedition to Alaska in 1927. The expedition was after the Kodiak bear, specimens of which are rather rare. The expedition brought back 11, with the result that the Field Museum now has the most complete collection of this species in the world. The expedition took 13,000 feet of film and Mr. Tansill is in demand as a lecturer in connection with displays of the film and also for radio lectures. He is secretary of the Camp Fire club of Chicago, a hunters' fraternity limited to 100 members and including noted Chicago sportsmen.

ing proper consideration to mutual legislation. The American Association of Accident Underwriters was an organization composed of the heads of departments of health and accident companies, which was formed in 1913 at a meeting in Chicago called by C. H. Boyer of the National Life, U. S. A. This organization brought together a great many men who had never taken any part in the meetings of either the Detroit Conference or the National Mutual Union.

FOR a number of years after its organization the Health & Accident Underwriters Conference functioned without any definite headquarters or any salaried officials. It became a Chicago institution in 1921 when it was decided by the conference to establish a statistical bureau in charge of Harold R. Gordon. Offices were secured in Chicago for the statistical bureau and in 1923, when Mr. Gordon was made executive secretary of the conference, its executive offices were established in that city. They were maintained in the Federal Life building until early this year, when they were removed to the new Insurance Center building, 330 South Wells street.

CHICAGO men have always taken an especially active part in the activities of the Conference. A. E. Forrest of the North American Accident served as its president in 1917-18, Isaac Miller Hamilton of the Federal Life in 1919-20, E. C. Budlong of the same company in 1923-24, and C. O. Pauley of the Great Northern Life in 1925. Chicago has also been a favorite meeting place for the conference, sessions having been held in that city in August, 1915; March, 1917; March and August, 1918; March, 1919; September, 1920; March and September, 1924; March, 1927; March and September, 1928.

Eliel & Loeb Company Was Built Up by Loyal Members

A LARGE agency that has been built up by real cooperation and the ever-growing efficiency of its personnel is that of the Eliel & Loeb Company, 1737 Insurance Exchange. Its very large volume of business is not due to consolidation with other agencies, but to a steady internal growth and to absorption into the firm of the men and women who earned participation by their loyalty, ability, and business acumen.

This agency was formed in 1900 by Jacob M. Loeb and Herman J. Eliel and was incorporated May 1, 1916, with the present members, except Hamilton M. Loeb, who was admitted to partnership on his coming of age in 1921. Mr. Eliel died in 1921.

FROM the outset Jacob M. Loeb has been president, which office he still holds. R. G. Scheunemann, Howard G. Kornblith, Lester Kornblith, and Hamilton Loeb are vice-presidents; Miss Florence G. Merritt, secretary and treasurer; S. A. Graham, manager of the fire department; M. C. Gabler and H. G. Johnson, managers of the casualty department, and R. F. Wandke, manager of the brokerage department.

Mr. Loeb started in the insurance business as a very young lad, first as office-boy hired by George W. Blossom of Fred S. James & Co., later with A. F. Shaw & Co., as solicitor and then as partner with Joseph J. Coffey as Loeb & Coffey, agents. When he came of age Mr. Loeb formed the firm of J. M. Loeb & Co., representing the Forest City of Rockford and the Union of England, and in 1900 the partnership of Eliel & Loeb was formed.

VICE-PRESIDENT R. G. SCHEUNEMANN began as office-boy with R. A. Waller & Co., local agents. After serving with this firm for eight years he was, in 1900, appointed Cook county manager of the National Union Fire. In March, 1912, he joined the firm of Eliel & Loeb, becoming an officer in 1916 when the firm was incorporated.

The other members of the firm have been known in the insurance field of Chicago for many years. Howard G. Kornblith was at one time president of the Insurance Brokers' Association. Miss Florence G. Merritt, secretary and treasurer, has been with the firm since 1903.

YEAR after year this agency has shown a splendid record of profits for its companies. It represents, as general agents, the Republic Fire of Pittsburgh, Washington Assurance of New York, Century of Scotland, Liberty Bell of Philadelphia, Wheeling Fire of West Virginia, Atlas Underwriters Department of the Atlas of London, Importers & Exporters Underwriters of New York, New Brunswick Fire of New Jersey, New York Fire, Brooklyn Fire, Mohawk Fire of New York, Merchants & Manufacturers Fire, and the Bronx Fire.

IN the casualty and surety departments, it represents the Union Indemnity and the Norwich Union Indemnity, as well as the American Surety. Also it has recently established a life insurance department representing the Penn Mutual. Thus does Eliel & Loeb Co. give complete and rounded insurance service.

JACOB M. LOEB personally has been prominent for many years in civic and communal life. He is remembered especially for his activities as a member of the Chicago board of education under Mayor Carter H. Harrison. Mr. Loeb was appointed to the post in 1913, made vice-president in 1914, and president in 1915.

Johnson & Higgins Have Gigantic National Plant

JOHNSON & HIGGINS, one of the outstanding national brokerage organizations, has long been active in Illinois and has a large and aggressive plant located in Chicago under the management of W. E. Hall. The firm of Johnson & Higgins was organized in 1854 and has been developing a huge national plant for the past 75 years. In the early days, the firm confined its activities to average adjusting, but soon entered the marine field and became insurance brokers. Later fire, liability, life and other non-marine fields were entered and now a huge general business is done in all classes. The original members of the firm were Henry W. Johnson and A. Foster Higgins and in 1899 the business was incorporated under the name of Johnson & Higgins.

IN the development of the organization to its present proportions, several other prominent institutions were absorbed, including Curtin & Brockie, William E. Lowe, Lethbridge & Davidge and Wilcox, Peck & Hughes. Branch offices have been established throughout the United States, Canada and Cuba, so that now it has one of the most extensive plants in operation in the field. There is also London representation by C. T. Bowring & Co., and Willis, Faber & Co. Several prominent figures are in the official staff, which is as follows: Chairman of the board, W. R. Coe; president, W. H. LaBoyteaux; vice-presidents, G. V. Coe, W. N. Davey, Henry W. Lowe and John S. Keegan. W. E. Hall, who is a director of the company, is in charge of the middle western division, with headquarters at Chicago and has been there since 1912.



R. G. SCHEUNEMANN



JACOB M. LOEB

B. L. Heath, Pres. S. B. Komaiko, Vice Pres.

HEATH · KOMAIKO Co.

INCORPORATED

1409 Insurance Exchange

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INSURANCE

General Agents For—

The Union Fire Insurance Company of Paris, France
Stuyvesant Fire Insurance Company of New York
General Fire Assurance Company of Paris, France
General Insurance Company of America
Twin City Fire Insurance Company Minneapolis
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Casualty Lines

Central Surety and Insurance Corporation of Kansas City
Georgia Casualty Company Atlanta, Georgia



WHOM WE SERVE WITH OUR COMPLETE INSURANCE AGENCY

Napier Has Rounded Out Thirty-five Years in Agency

R. A. NAPIER & CO. is an aggressive Chicago agency which has been in operation 35 years, having been founded back in the World's Fair days as Napier & Dalmar. The original partnership gave way to incorporation in 1913 under the present firm name and it has now grown to large proportions as an incorporated agency under the leadership of R. A. Napier. A large business is written with representation of such companies as the Aetna, Continental, Firemens, Automobile, Employers, Merchants of New York, Law Union & Rock, Commercial Casualty and New Jersey Fidelity & Plate Glass. Mr. Napier has associated with him an able agency organization, the officers of which are: President, R. A. Napier; vice-president, George R. Bowman; treasurer, Richard F. Napier; secretary, Mabel L. Gore.

MR. NAPIER has been in the fire insurance business nearly 45 years. He was born and educated in Montreal, Canada, coming to the United States in 1885 and entering the employ of the Dwelling House Insurance Company of Boston in Chicago. He continued with that organization until 1893, when he joined with Hugo Dalmar, also connected with the Dwelling House Fire and also from Montreal, in forming an agency partnership under the firm name of Napier & Dalmar. In 1900 they undertook agency development separately, Mr. Dalmar still operating as the head of Dalmar & Co., while Mr. Napier is head of the large organization which bears his name.

Stumes & Loeb Have Built Aggressive General Agency

STUMES & LOEB is one of the aggressive Penn Mutual general agencies in Chicago which has grown rapidly in recent years. The office started from "scratch" and has gradually increased its volume of business from approximately $6,000,000 the first year to $10,500,000 this year. The agency has approximately 25 full time men and has a brokerage department to give special service for outside business. This year the office is about 25 percent ahead of last year. The organization is made up of Charles B. Stumes and Arthur A. Loeb, both of whom have long been active in Chicago life insurance and have long been ranking producers as well as agency executives. Harry G. Walter is in charge of the brokerage department.

CHARLES B. STUMES has been in the life insurance business for well over 30 years. He was born in Milwaukee, Wis., in 1875 and started with the Northwestern Mutual in a clerical capacity as a very young man. He was later with George Pick as solicitor and general assistant, when Mr. Pick was in Milwaukee. In 1905, when Mr. Pick went to Chicago, Mr. Stumes accompanied him as associate general agent for the Mutual Benefit. On the death of R. D. Bokum, then general agent, Mr. Pick became general agent for Cook County and Mr. Stumes was assistant to the general agent and ran the agency. Mr. Pick retired from the insurance business in 1919 and Mr. Stumes joined Arthur A. Loeb as partner, the firm taking the associate general agency of the Massachusetts Mutual. Mr. Stumes always did a very large personal business for the Massachusetts Mutual, continuing with that company until 1924, when the firm was appointed general agent for the Penn Mutual Life. The two have run the volume of the agency business for the Penn Mutual up to nearly $11,000,000 this year.

ARTHUR A. LOEB is a native Chicagoan, being born in 1879, and after graduation from the University of Michigan in 1901, he immediately entered the insurance business. He first went into fire insurance, connecting with Adolph Loeb & Son from 1901 to 1910. In 1910 he was appointed special agent for the Mutual Benefit under George Pick and led the company in production almost every year. He continued with Mr. Pick until 1919, when he became associate general agent for the Massachusetts Mutual. Every month during that period he led this company also in personal production. In March, 1920, he and C. B. Stumes entered into partnership under the firm name of Stumes & Loeb, the two operating as the associate general agents for the Massachusetts Mutual. This continued until 1924, when they took the Penn Mutual general agency which they now have. In the first year the agency paid for $6,500,000 and each year increased this by $1,000,000, this year doing even better and bringing the total to nearly $11,000,000.

American Surety a Pioneer On Bond Lines in Chicago

FIDELITY and surety lines were still being pioneered when the American Surety began business in Chicago in 1884. Fidelity offered the principal volume in those days with some court business. Sweet & Co. were the first Chicago agents. L. Z. Tidball was the first direct representative of the company, managing the office in the Tacoma building with the aid of one stenographer. In 1893 Alonzo Blye was manager, Mr. Tidball handling some business as general agent. At that time the office had progressed to the point where it had two departments, one for court bonds and one for fidelity.

ON August 1 of that year Daniel T. Hunt, who had been postmaster at Rochester, N. Y., was sent to Chicago as manager. He continued for twelve years, until his death. He was succeeded by R. R. Gilkey, now secretary of the Surety Association of America. When Mr. Gilkey was chosen as secretary of the Surety Association he was succeeded by M. L. Jenks. After about five years Mr. Jenks in 1919 was called to the home office, where he is now one of the vice-presidents.

J. L. Maehle, who is the present manager, succeeded Mr. Jenks. He has been with the company at Chicago for 20 years, ever since he entered the business world. He began as a clerk in the court department, then became office attorney and later assistant manager under Mr. Gilkey. Although a young man at that time, he was chosen as manager when Mr. Jenks was called to the home office.

In 1837 Julius Wadsworth was appointed agent of the Hartford Fire. In 1842 R. C. Bristol became the agent of the Protection Fire.

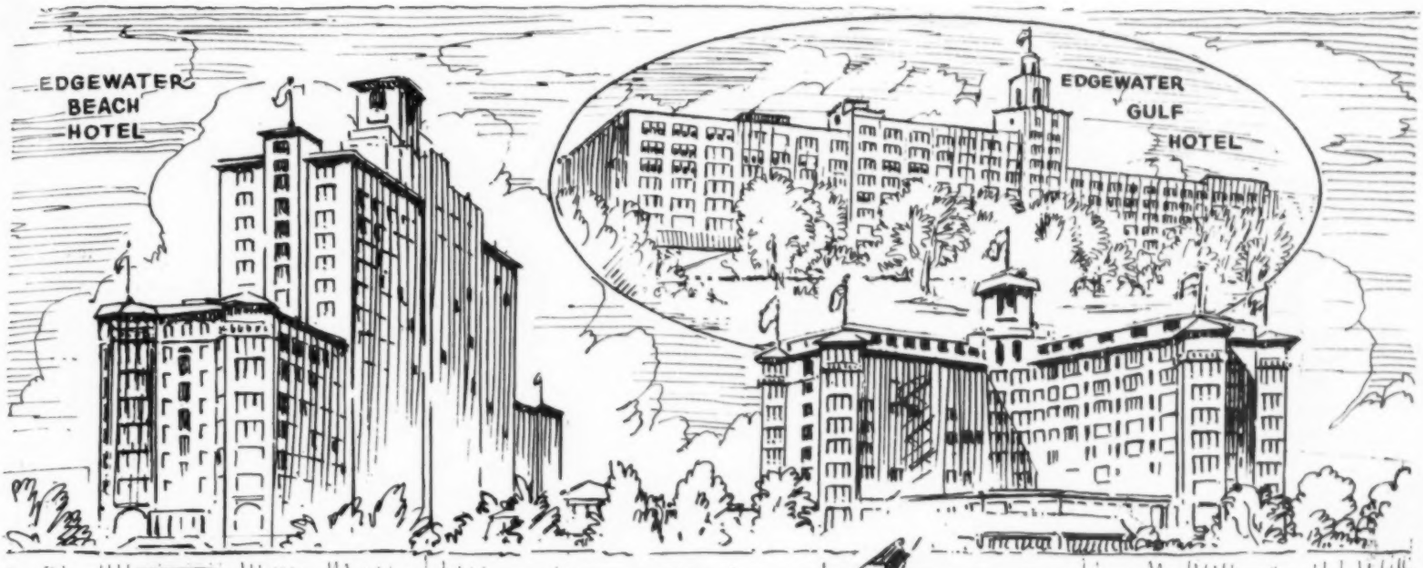


J. L. MAEHLE



R. A. NAPIER

Thomas R. Burch, one of the famous underwriters in the west, was an early day western manager of the Phenix of Brooklyn. He entered the office of the company at its home office as a clerk in a minor position at the age of 16. He became assistant under the late William H. Van Voorhis, who was general agent and adjuster. On the death of Mr. Van Voorhis, Mr. Burch succeeded him and remained there until 1874, when he became manager of the western department in Chicago, holding this position for 13 years and building up the premiums from $400,000 to $2,500,000.



Perfect! for Agency Conventions~

Such epitomizes the expressions of insurance executives in charge of agency meetings who have held their conventions at the Edgewater Beach Hotel at Chicago or the Edgewater Gulf Hotel on the Gulf.

Both of these Hotels are fast becoming meccas for Insurance Conventions. The ideal location of the Edgewater Beach Hotel on the main artery of travel north and south through Chicago and its private bathing beach, tennis and horseshoe courts, miniature nine-hole golf course, private garage in the hotel and the appointments of the hotel itself have combined to make the Edgewater Beach the favorite convention hotel of a great convention city

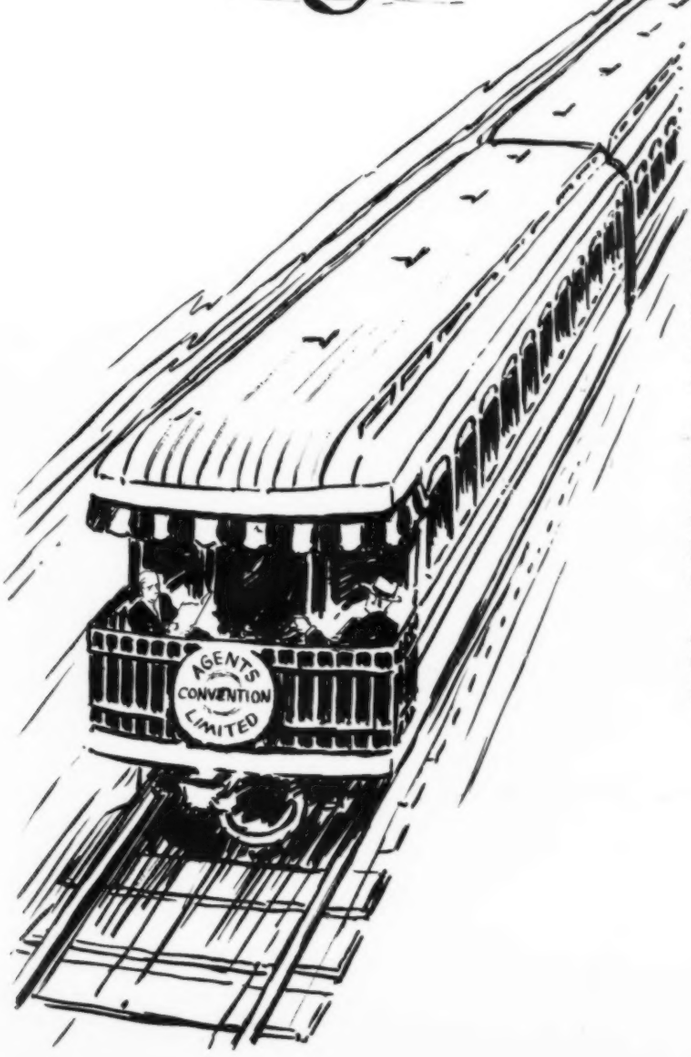
And for those who desire a convention in sunny south lands, the Edgewater Gulf Hotel is ideal. Combining all the advantages and appointments of the Edgewater Beach Hotel with that of gulf coast climate and a sporty 18-hole golf course the Edgewater-on-the-Gulf offers an opportunity for a never-to-be-forgotten convention.

An agency convention held at either of these hotels is within the means of all, so before you decide where your next rallying place will be address

W. M. DEWEY
Managing Director

Edgewater Beach Hotel
CHICAGO

Edgewater Gulf Hotel
ON THE MISSISSIPPI GULF COAST
Thomas Burns, *Resident Manager*



Fifty Years Under Original Name is Record of Hosmers

THE present firm of R. W. Hosmer & Co., was founded in 1867 by Rockwood Wilde Hosmer, who had come to Chicago from Boston in 1865 as the representative of I. F. Dobson & Co. of that city. In 1873 the firm name was changed to R. W. Hosmer & Co., after his brothers, J. W. Hosmer and Frank B. Hosmer, had become associated with him in business. J. W. Hosmer remained with the firm until his death and F. B. Hosmer for some five years, resigning to become associated with the firm of D. S. Munger & Co.



P. B. HOSMER

The original office of the firm was located in the old Chamber of Commerce building at LaSalle and Washington streets. After the great Chicago fire, the office was reopened in the old Otis Block, where it remained until the demolition of the block and the construction of the original unit of the Insurance Exchange.

MR. HOSMER'S Boston connections resulted in his becoming western general agent for two Boston companies, the American and the Mercantile, and supervising territory for these companies from Ohio to the Pacific Coast. At this time the general agency department was under the supervision of S. W. Warner for many years connected with the firm and now associated with the Crum & Forster organization. Among earlier companies represented were the Connecticut and the Lancashire and the agency has continuously represented the Norwich Union since 1879 and the North River since 1886 up to the present date.

In 1912 the firm obtained the representation of the Globe Indemnity Company and became actively engaged in the underwriting of casualty and surety business in addition to fire lines.

IN 1887 August J. Kuelzow became associated with the organization, followed by Phillip B. Hosmer in 1899 and by Rockwood Hosmer in 1905. Since the death of R. W. Hosmer in 1916 and J. W. Hosmer in 1921 the business has been carried on by the surviving members under whose guidance it has continued to grow. Phillip B. Hosmer is president and treasurer, Rockwood Hosmer, vice-president, and A. J. Kuelzow, secretary.

The Hosmer agency has been in business without a change in name for a greater length of time than any other office in Chicago. For more than half a century the firm has done business under the name of R. W. Hosmer & Co. The management of the agency has always been in the Hosmer family. There are few agencies in any part of the country that can exhibit a similar record.

Enterprise in Youth Put Falvey to Fore in Business

ENTERPRISE as a 16-year-old boy won, many years later, for John J. Falvey of John J. Falvey & Co., the control of an important insurance line. The Northwestern Elevated Railroad of Chicago, 27 years ago, was completed to Wilson avenue. Mr. Falvey, then a school boy, hired two of the depot buses of one of the downtown department stores and operated them on Saturday afternoon and Sunday to carry sightseers from the elevated terminal westward on Wilson avenue. After two successful week-ends he was arrested for operating the buses without a license. Nevertheless, his idea was soon taken up in a business way. Years afterwards he related his story to the Chicago Motor Bus Company, operating buses in Lincoln Park, and they acknowledged that there was a rather direct succession from his boyish enterprise and their large business, and he was given control of the insurance of the motor bus line.

THERE were many years between the two incidents but the same enterprise carried him along to successive promotions with the Rock Island Railway. He began with that railroad as a messenger, then was put in the passenger rate department, was made ticket agent at the office in the Marquette building, Chicago, was made city passenger agent in New York and later traveling passenger agent for the Rock Island. He spent 15 years with the Rock Island and an autographed picture of President James M. Gorman of the Rock Island now holds an honored place in Mr. Falvey's private office. The railroad administration during the war terminated competition for business among the railroads and Mr. Falvey went with the Travelers Insurance Company at the home office in Hartford. Before the end of the war he was transferred to Chicago as assistant manager of the liability department. A year or two later he went to the Continental Casualty and organized the burglary and plate glass department of its Chicago general agency. In 1924 he opened his own office, representing the Continental Casualty, and he is now general agent of that company for Cook county, and for the East & West Fire, as well as a Class 1 member of the Chicago Board representing the Mechanics of Philadelphia.

IN the few years that he has been operating for himself, Mr. Falvey has had to move three times to secure additional space. A large share of his business is personal and he gives each line personal attention. The same energy that characterized him as a boy is put into the service of his customers. In many cases he simply takes charge of the insurance, watching every detail and arranging the insurance to avoid needless coverage and yet give full protection.

Mr. Falvey not long ago sold his home to the Chicago Board of Underwriters as a site for Fire Patrol No. 5 at Hill and Orleans street. The property had had only two owners, Mr. Falvey being the second. The man from whom he bought, named Johnson, had purchased the property from the government when the land office was at Danville, Ill. By a coincidence, the father of Alex Blumenthal, now secretary of the board, drew up the deed from the government to Johnson.

ONE of Mr. Falvey's boyish activities was the organization of the Chicago Daily News Zouaves. Some of the boys in his company who afterward achieved prominence in Chicago were Judge William V. Brothers, Judge Burke and Judge Borelli. After the Spanish-American War, Mr. Falvey led the Zouaves in a parade down Michigan avenue in honor of Admiral Dewey. Admiral Dewey saluted the newsboys as they passed.



JOHN J. FALVEY

Mr. Falvey is closely tied to the city of Chicago. His father some time ago retired as captain in the fire department after 46 years of service. His brother, Jerry Falvey, is now chief of the fourth battalion.

Mr. Falvey is a keen student of insurance and gives close personal study to each risk.

Edward M. Teall, who served as president of the Chicago Board and was one of the big local agents on LaSalle street, was a director of the Westchester Fire. He came to Chicago in 1857, securing employment in the insurance office of Higginson & James. He then became one of the partners in the firm of Alfred James & Co.

With Managers in Golden '90s

(Continued from Page 32)

some information that he desired me to have. He had this personal notation on this letter: "Here is something your big bellied friend of Washington street will not get." Hitchcock went over to the "Inter-Ocean" to get up my column, saw this notation of Mr. McDonald's, used it in the "Times-Herald" and did not print it in the "Inter-Ocean." The next morning there was war in the camp of the Continental. Mr. McDonald ever after believed that the office boy had taken it to the wrong place, and as I learned afterwards, he expelled him for the act. Hitchcock told that story and chuckled over it on many occasions.

MR. McDONALD would always start a big hubbub when anything went wrong or when something happened that did not meet with his approbation. I recall when he was manager of the Connecticut, he told me that he was going to send W. H. Gartside up into Wisconsin as special agent. I printed it the next morning. Then Mr. McDonald started to probe the office to ascertain where the news leaked out. G. H. Worthington was chief clerk. He had Mr. Worthington call in all the examiners and anyone else that might have given out this story. It so incensed Mr. McDonald, although he told me himself about it, that he cancelled his arrangement to have Mr. Gartside take this field position.

THE assistant manager was George E. Kline, a protege of President Henry Evans, who often referred to him as "my boy George." He later became western manager and then vice-president of the Continental, sitting next to the great Evans. Mr. Kline was an able man, one of the few men in managerial ranks who came up through the office rather than the field. He had a ready and shrewd mental grasp of the business and was a man of fine judgment. He was one of the best men we had in the west. Mr. Kline was another of these men of handsome proportions and face. One morning as he was standing on an Illinois Central station waiting for his train to come up to the city, an engine had a pole in front of it pushing a car along the track. As it went by Mr. Kline the pole slipped, struck him in the face and thereafter disfigured him terrifically. Out of that Continental office graduated men of various distinctions. It was a great training school but men were hired and fired sometimes under slight provocation. When Mr. McDonald was appointed manager of the Connecticut Mr. Kline succeeded him and he called in as his assistant manager, the state agent in Missouri, Charles R. Tuttle.

AND now in connection with Mr. McDonald, let me dwell for a moment on I. S. Blackwelder, manager of the Niagara, who was equally prolific in bringing about scenes and incidents that were ludicrous and fun provoking. One of the last talks I had with the late E. B. Hatch, secretary of the Western Union, was concerning Mr. Blackwelder and some of our old experiences with him. Mr. Hatch related a characteristic incident. He went to see Mr. Blackwelder one day and as they were walking out of the office Mr. Blackwelder had on his hat and was going to the Western Adjustment. He saw an expressman trying to deliver a package to him personally. He was wandering about and Mr. Blackwelder asked him what he wanted. He said that he had a package for Mr. Blackwelder. Mr. Blackwelder immediately began to berate him for trying to deliver a package to his private office, telling him that all packages should go to the supply room. He blew up immediately without any provocation and severely denounced the messenger. However, as the man walked into the supply room Mr. Blackwelder took a look at the package and saw that it was some fish sent in from a local agent. He told the man not to take it to the supply room but to leave it in his own private office.

THAT was characteristic of Mr. Blackwelder. Impulsive, impetuous, suddenly starting a conflagration and then calming down into a spirit of great generosity and human sympathy. He did not hesitate to be profane and even blasphemous. He raged and roared and then when he subsided he was calm as a June day. When Mr. Blackwelder was serene and unruffled he had the knack of harmonizing people and smoothing out troubles and situations most cleverly. At those times he never allowed himself to become wrathy. He was high-minded, a man of splendid ideals, well known in social circles in Chicago, a splendid conversationalist and generous to a fault. Mr. Blackwelder was unjust to himself. Relatives and friends imposed on him financially. He should have been comparatively well off. Instead he literally gave his shirt to those he felt needed it more than himself. He felt at time that he had been cruelly treated in his business relationships. Seldom do we find a man of his physique, large and heavy, develop a nervous and belligerent temperament. I think Mr. Blackwelder was disappointed in many respects. His investments had not been successful. He was the victim of people that took advantage of his kindly heart. He was confronted with a number of difficulties. These all had an effect on his disposition.

HE literally talked himself out of his position by criticizing the officers in New York. He had an abomination of his first name, "Isaac." Even his intimates called him "I. S." He told me that while his parents were very dear to his heart they had burdened him with an impossible cognomen that he despised. It was perhaps a coincidence but the tragedy impressed us who were at two banquets where Mr. Blackwelder spoke. At the World's Fair banquet in St. Louis he preceded Judge Cary when the latter died as he sat down from delivering his address. At the great anniversary of the Western Union at the Hotel Frontenac at Thousand Islands, Gen. H. M. Magill of Cincinnati, who was retired as western general agent of the Phoenix of Hartford, was reading his memorable address on that occasion and died at the table. Mr. Blackwelder spoke just before General Magill.

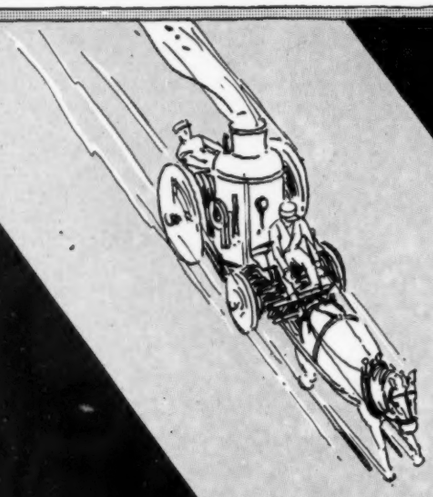
WILLIAM L. STEELE was sent to the western office of the Niagara as assistant manager. He had come down from Wisconsin where he had had a fine field experience. Mr. Steele was a most methodical worker. He gathered his information to keep. He was systematic in all that he did. I never found a man in Chicago who was better informed than Mr. Steele on the rules, practices and regulations of the business. In THE NATIONAL UNDERWRITER office we receive hundreds of inquiries from agents and others who desire information of various kinds. Mr. Steele was a man to whom I invariably went in his time with these inquiries. We got out a book called "Pointers to Local Agents" largely made up of these questions and answers. I recall that one of our salesmen wanted to sell Mr. Steele one of these books, telling him that it was well worth while.

Automobile Office Grows Rapidly in Past Decade

ONE of the specialty offices in Chicago that has developed healthily for the last decade is the office of the American Automobile of St. Louis, a company that writes automobile business only and has had especial success with fleet business. Clarence M. Kinney is resident vice-president in Chicago. He took the post in 1921.

Mr. Kinney started in the insurance business in casualty lines for the Travelers in 1908, in Indiana. After serving the company in the Indiana field for three years he was made Colorado and Utah manager and went to Denver in 1911. He was promoted again two years later, being made Indiana manager for casualty lines. He left Denver in 1913 and thereafter until he left the company in 1917 he was located in Indianapolis.

In 1917 Mr. Kinney went to Buffalo, N. Y., where he was manager of the casualty department of the Duel-Lapey Agency. He joined the American Automobile as Chicago manager in 1921. The Chicago office was opened in 1914.



1871



On the Job in Chicago
Since December, 1871

Agricultural
Insurance Company
of Watertown, N. Y.

McCabe & Hengle, *Managers*

2127 INSURANCE EXCHANGE
Chicago

Mr. Steele retorted with, "I know it is well worth while, because I wrote it." Mr. Steele was one of the well informed men of his day and held his position in Chicago under the most trying personal conditions.

WE are still in the old Rialto building and will stop at the Springfield Fire & Marine office, one that has appealed to me as being always a fine grained, superior, choice organization of men, from the home office clear down the line. At the head of the western department was one of the elder statesmen, a man of dignity, aristocratic in bearing, congenial and as sagacious an underwriter as ever sat in a managerial chair, Maj. A. J. Harding. Major Harding brought around him from the start able lieutenants and he passed authority on to them. Every man had to assume responsibility. In this way the Springfield's men grew in stature and usefulness. Major Harding would always stand by the decisions reached by his men even when he knew they were mistaken. Afterwards the man who made the mistake would hear from him but in public he was for his people.

MAJOR HARDING, by the way, was a first cousin of Warren G. Harding of Ohio, who later became President of the United States. Major Harding was a native of Ohio himself, having been born near Galion. In his native inheritance there could always be traced the influence of his New England ancestry. He served with distinction in the Civil War. When the Rebellion started Major Harding was in the insurance business, having commenced his career as a sub-agent of the Aetna in 1858. He returned to Nebraska City after the war and continued as a local agent. In conjunction with his local work he acted as special agent for the Home. He opened the western department of the Springfield. Major Harding's counsel was frequently sought. Socially he was prominent. He was a man not given to speech. His voice was seldom heard at Western Union meetings or at other organizations. He thought much, however, and his great power rested in his splendid judgment and far-seeing sense.

HIS assistant manager was Alfred F. Dean, one of the most remarkable men that has ever been in insurance work. Mr. Dean is probably 84 years of age. He now lives in retirement at his home in Evanston, Ill. He is physically disabled. He finds it impossible to read any more because of failing eyesight, although he has been an omnivorous reader all his life. Yet with it all Mr. Dean is intensely interested in insurance and is working out now a basic problem in the business. He is one of the greatest scholars with whom I have ever come in contact. His range of knowledge is world-wide. He has delved into so many subjects profoundly. He is a man of vast intellectual fecundity. His mental powers have always been amazing. He devised the rating system, the analytical schedule that is now used in almost all parts of the country. He saw the crudity of the old system.

MR. DEAN in connection with his vast intellectual equipment and his wonderful knowledge has always had a keen imagination and a very pronounced sense of humor. These last two qualities have been his saving grace. I visit him from time to time at his home and sit there in utter amazement at the alertness, brilliancy and the mental processes of this octogenarian. Mr. Dean found his delight in books and thinking. He has touched the world of literature at almost every point. He retains marvelously what he has read. I doubt whether there has been any greater insurance star in Chicago than A. F. Dean. The insurance business owes him a debt that it can never repay.

W. A. Blodgett was the second assistant manager in Major Harding's cabinet. He too was one of the big men in the Springfield organization. Major Harding always gave him plenty of rope.

THE man in the insurance business that I have known longer than anyone else is John C. Harding of Harding & Lininger, the present managers of the Springfield. I knew him "way back when." When I was a sophomore at Princeton I wandered down early in the fall to the football field to see the practice. Chasing around was a black-haired fellow, nimble and sylphlike, who had a touch of white hair running out of the raven black tresses. It was John Harding, who had come to Princeton as a freshman. John was a target for much hazing on part of members of my class. He was put through the ropes in ingenious and bizarre fashion. He returned to Chicago and started with the Springfield. I came to the city and in later years became an insurance news reporter. Thus we were thrown together again. It has been a friendship of many years. I have been proud of John's record and achievement. It is something for

Providence Washington in West Under F. B. Luce

THE western department of the Providence Washington at Chicago was opened in 1887. In 1895 C. D. Dunlop, now president of the company, was brought to Chicago as manager and the mountain department which he had established at Denver in 1891 was consolidated with the western department under him.

The first manager was Holger de Roode, who was succeeded by C. L. Whittemore. Mr. Dunlop succeeded Mr. Whittemore and when the former was called to the head office as vice-president he was succeeded by W. L. King, in 1905. Mr. King died in 1907 and in 1908 S. T. Collins was appointed manager. He retired in 1921, being succeeded by Fred B. Luce. Mr. Luce took charge as manager of the western department of the Providence Washington on Jan. 1, 1921. Later in the same year, on an arrangement between the home ofces, the Virginia Fire & Marine placed its western affairs in the department at Chicago with Mr. Luce as manager. In June, 1928, the Anchor of Providence, owned by the "P. W." interests, was placed under Mr. Luce's management in the western department. In October, 1928, Mr. Luce was made vice-president of the Providence Washington and the Anchor, continuing in charge of the western department at Chicago.

MR. LUCE began his insurance career on St. Patrick's day in 1892 as a clerk in the western department of the Phenix of Brooklyn. In September of the same year he went with the Western Factory Insurance Association. Two years later he became special agent of the Palatine under George M. Fisher. Jan. 1, 1899, he was appointed Illinois state agent for the Phoenix of Hartford and remained in charge of that state for 15 years, when he was transferred to Boston as general agent of the Phoenix and the Equitable Fire & Marine for eastern Massachusetts and Rhode Island. He continued there until he was chosen as manager of the western department of the Providence Washington. He has served two terms as vice-president of the Union and is now serving as secretary.

FRED W. RANSOM, now assistant western manager, was a railroad ticket agent in Grand Rapids, Mich., when Mr. Dunlop, then newly appointed western manager, asked him to become special agent for Michigan and Ohio. They were old friends. Mr. Ransom had a



FRED B. LUCE

local agency at Cheyenne, Wyo., when Mr. Dunlop, then a fledgling special agent, visited his agency in the interest of Cobb, Wilson & Co., general agents at Denver. Mr. Ransom went back to railroading for a time, but Mr. Dunlop continued in the field until he established the mountain department of the Providence Washington at Denver in 1891.

From Ohio and Michigan Mr. Ransom was transferred to Iowa and Missouri in 1897, Kansas, Nebraska and Oklahoma later being added to his territory. In 1900 he returned to Ohio as state agent, and taking Kentucky at the same time. In 1923 he was called to Chicago as assistant manager.

a son of an illustrious father to carry on a noble work so well.

THE Manhattan building became the center of insurance for a number of companies that desired to get away from the high rents of the loop. One of the offices in that building was the Providence-Washington, presided over by Charles D. Dunlop, who is now president. Mr. Dunlop at one time excommunicated me from the insurance church. He is a man of fine ability and today is a warm friend. I was more daring at that time than I am now. The Western Union had turned down a proposition for a flat increase in rates that had been advocated from the east. After this action many illustrious members of the Union were forced to change their votes on command of their superiors. I had the temerity to publish this list. Of course to those who made the change the experience was most humiliating.

MR. DUNLOP endeavored to find out who gave me the information but I refused to divulge the source. He was very hot under the collar. I never censured him for placing the ban on me. He has risen in the ranks and is a president. One of Mr. Dunlop's distinctions is that he is now one of the oldest members of the Western Union in point of service. He dates from Nov. 8, 1895. Milton Dargan, southern manager of the Royal, who will retire Jan. 1, became a member Jan. 19, 1894. The senior is H. T. Lamey of Denver, whose membership dates from Sept. 11, 1891.

THE North British & Mercantile had as its manager Wiley J. Littlejohn, who was characterized in A. F. Dean's "Oriflamme" as a Frenchman of title and distinction. Mr. Littlejohn was a connoisseur of all the fine arts and especially the fine art of living and eating. He knew where to go for appetizing and novel dishes. He was somewhat of an epicure. A man of amiable disposition, of wonderful conversational ability, Mr. Littlejohn was popular in any group of which he formed a part. Mr. Littlejohn became the Connecticut's first supervisor and adjuster in the western field. He took a great part in the old Missouri, Kansas & Nebraska State Board. He assisted in establishing the first western compact in Kansas City.

Abram Williams had established the old western department of the Connecticut in 1884. Mr. Littlejohn at that time was general agent and manager of the Merchants of St. Joseph, Mo., and the Connecticut reinsured it. Then Mr. Littlejohn was called to Chicago to become assistant manager of the Connecticut. Mr. Littlejohn was fastidious in his appearance, a good dresser and was perhaps the Beau Brummell of fire insurance. At that time Joseph C. Griffiths, Sr., was associate manager, later becoming Cook county manager of the London Assurance. His son, J. C. Griffiths, is now Pacific Coast manager of the Commercial Union.

Agency of Childs & Wood Wins Prominent Position

AMONG the younger agencies of large size in Chicago, that of Childs & Wood is prominent. It was formed on March 1, 1908. George W. Childs was a broker for the Employers Liability under George A. Gilbert, pioneer casualty man in the west. Donald M. Wood was an investment salesman for William H. Colvin & Co., bankers on LaSalle street. At first the business was mainly brokerage, although the firm had what was called in those days a second agency for the American Central and for the Sun of New Orleans, with an agency also for the Employers Liability and the Illinois Surety. Their first Class 1 membership in the board was for the Atlas and Providence Washington. Their first casualty general agency was for the Great Eastern, which wrote only a limited line, and did not include liability or surety.

IN 1914 the young firm was chosen as general agent of the Royal Indemnity, succeeding a branch office which the company had conducted in Chicago since 1911. They built up a large business that put them to the front on casualty and surety lines.

When the Independence Indemnity was organized, George W. Childs became a director of the new company and the office took the general agency for Illinois. The business continued to grow and when space became available through the erection of the new part of the Insurance Exchange, the office space was increased substantially.

When the Independence Indemnity acquired the Independence Fire, Childs & Wood took the agency of that company and Mr. Childs became a director.

THERE has been no slackening of the energy with which the agency was built up in the early years. It has always been noted for its thorough knowledge of insurance problems. Donald M. Wood is an associate member of the Casualty Actuarial Society, one of the few agents who enjoy that honor.

Mr. Childs is a director of the Chicago Athletic Association and also is president of Exmoor Country Club, serving his third term.

Mr. Wood is a director of the Union League Club and chairman of the house committee.



GEORGE W. CHILDS



DONALD M. WOOD

Charles L. Whittemore at this time was the third man in command in the western department of the North British. He had been manager of the Providence Washington.

THE Connecticut Fire had its office for the western department in the Rookery and at its head was a notable man. Abram Williams had been trained in the Continental school. He was superintendent of the farm department in the west for the Continental for many years. At one time he was western manager of the Yonkers Fire of New York, in fact coming to Chicago in 1869 to take that position. Mr. Williams made a courageous attempt to save the books of his office at the time of the fire, was seriously injured and was disabled for two years. He became manager of the Connecticut in 1884. Mr. Williams was an Episcopalian who believed in the tenets and practices of that church. During his managerial career he usually wore a Prince Albert coat, smoked good cigars and always conducted himself with the utmost decorum.

IT has always seemed to me that Mr. Williams gathered about him in the office and field a star aggregation that has seldom been equaled. P. D. McGregor was his chief lieutenant. The examiners were G. H. Worthington, R. G. McCullough and "Ike" Ullmann. F. E. Spoerer was loss superintendent. Here were the field men: Robert J. Foster was in Ohio, A. R. Monroe in Indiana, Howard DeMott in Minnesota, W. A. Chapman in Wisconsin, M. H. N. Raymond in Michigan, Robert L. Raynolds in Kansas, James D. Fleming in Missouri, Robert S. Odell in Illinois, S. S. Welpton in Nebraska and W. M. Black in Iowa. That always seemed to me to have been a combination of men that had but few if any equals. This fine organization was more or less disrupted when J. J. McDonald became manager.

AS I look back upon the Connecticut at that time I feel more than ever that it was a big mistake for President J. D. Browne not to have appointed Mr. McGregor as manager. During the interim following Mr. Williams' death Mr. McGregor served as acting manager. When Mr. McDonald was appointed it created much

consternation in the Connecticut Fire's ranks because the difference in temperament, practice and administrative nature of men like Mr. McDonald and Mr. Williams was so marked. The Connecticut organization to a man was for Mr. McGregor. President Browne did not feel that Mr. McGregor was sufficiently seasoned. Mr. Browne had a one-man organization. It was due to this fact that the Connecticut did not remain an independent company.

IN due season Mr. McGregor became western manager of the Queen and started to build another organization in the office and field composed of the like type of men that was found in the Connecticut. Mr. McGregor always felt that out of examiners he should develop field men. He should be today in the very height of his glory and influence. There was no one that had a finer and more convincing personality. He was relied on to deal with legislative committees, insurance commissioners and public authorities. He had the saving grace of an unruffled temper. His smile, his personality, his grace and charm carried him anywhere. He became a man of tremendous influence in the managerial ranks.

Will L. King, taken from the National of Hartford, who was a graduate of the Continental school, was chosen as his assistant manager. He later became manager of the Providence Washington and A. R. Monroe, state agent of the Connecticut in Indiana, succeeded him with the Queen. I have always felt that Mr. McGregor's disintegration started after he broke his contract with the American of New Jersey following his election to the presidency of that company.

JOSEPH M. ROGERS had been manager of the Queen. His son, Bernard F. Rogers, is now local agent in Chicago and in his early days was a clerk in the western department of the Phenix. In fact when Charles R. Street came up from Meridian, Miss., in the later '80s to take a clerkship with the Phenix he found Bernard Rogers on the ground. Charles G. Shepard was assistant manager. Mr. Shepard evidently was greatly disappointed in not being made manager when Mr. Rogers was retired so he resigned and became one of the chief examiners of the old Phenix of Brooklyn. There were many tragedies in those days as now over promotions and appointments. Mr. Shepard felt that he had not been dealt with as he should. Mr. McGregor, of course, made a far more efficient and successful manager than Mr. Shepard was capable of being.

William E. Rollo & Son, the son being William P. Rollo, who now is head of the local agency of Rollo, Webster & Co., were western managers of the Girard. The elder Rollo was a gentleman of the old school, kindly and charitable, always benign with a voice of tenderness. He was truly a "grand old man." Mr. Rollo organized the Merchants of Chicago, which went down at the time of the big fire. It was through his efforts that the Traders was organized the year following the Chicago fire.

Another general agency was Pellet & Hunter. Oakley B. Pellet with R. J. O. Hunter had established the firm in 1884. The firm did both a local and general business. Mr. Pellet died in 1887. He was a thorough business man and later his son, Clarence S. Pellet, succeeded him in the business. Benjamin Auerbach became a member of the firm and devoted himself largely to the general agency business.

ADOLPH LOEB & SON had the North German and Trans-Atlantic. Leo A. Loeb was in partnership with his father and later Louis Becker was made a partner. Adolph Loeb was a gentleman of superfine mold. I found much comfort often in seeking his advice when I was bewildered in those early days about things in insurance. Mr. Loeb, benevolent in disposition, always big in heart, never was too busy to listen to my tale of woe and put me on the right track.

Daniel Condit Osmun was manager of the Imperial. He looked the part. He had gray hair and wore a pompadour. Mr. Osmun came from the east. He was always very cordial, with a strong handshake. He was a man of striking appearance. When the Imperial retired, he later became connected with the governing committee of the Western Union.

Jacob M. Neuburger was manager of the Atlas. He had been educated under Judge Eugene Cary as a field man for the German-American. George E. Haas, now a Cleveland agent, was chief examiner for the department. When the Atlas purchased the Manchester Mr. Neuburger became manager of both companies. His son, John M. Neuburger, was just starting with the company in the field and at the time of his death was state agent in Ohio.

GEORGE M. FISHER was manager of the Palatine. He later became manager of the West-

First Chicago Manager Still With U. S. Casualty

CHARLES H. ELDREDGE went with the United States Casualty Company in Milwaukee when it commenced business on May 10, 1895. Edson S. Lott, president of the United States Casualty, had been an official of the Manufacturers' of Geneva, N. Y., which Mr. Eldredge had represented in Milwaukee, and when the United States Casualty was organized Mr. Lott became assistant secretary. Mr. Eldredge then became general agent in Milwaukee. After a year or so in charge of the Milwaukee office, Mr. Eldredge spent a year on the road for the company and then opened the branch office at Chicago. The United States Casualty had been represented by G. M. Harvey & Co. before the branch office was opened. Mr. Eldredge has been with the company more than 33 years, and his association with Mr. Lott goes even farther back. Mr. Eldredge, therefore, is a pioneer of olden times, having begun in 1889, five years after he graduated from Dartmouth.

IN May, 1917, John J. Cleary, Jr., joined Mr. Eldredge and the firm became general agents with title of resident managers of the company under the name of Eldredge & Cleary. Ten years later, in 1927, Carolan & Graham joined forces with them and the firm name became Eldredge, Carolan, Graham & Cleary.

Joseph P. Carolan is one of the big surety producers of Chicago, and especially on contract bonds. He began as a broker with the Chicago office of the American Surety on leaving college. He was a notable football player in his youth and a star on the Dartmouth team. He was one of the big players of his day. He left Dartmouth in 1917 to enter the medical corps in France. Two years ago he was elected county commissioner of Cook county and is now serving in that office.

A. T. Graham is a noted expert on insurance coverages. He was one of the pioneers in writing automobile insurance and took a prominent part in establishing automobile rates on a logical basis when the whole rate structure had to be created.

HE has not only been a student of insurance himself, but has taken a prominent part in educational movements for the benefit of young men in the business. He



CHARLES H. ELDREDGE

was one of the organizers of the Fire Insurance Club of Chicago, being vice-president and then president. He organized the study courses of the club and served as chairman of the committee to outline a course of study for the Insurance Institute. The course outlined, with slight changes, has become standard and is still in use. Mr. Graham was one of the leaders in the organization of the Institute, and has served as president and as chairman of the examination committee.

John J. Cleary, Jr., began his insurance career in 1914 as a broker in the office of Childs, Young & Wood, upon graduating from the University of Chicago. At the university he was a pitcher on varsity baseball team. In 1915 he organized the firm of Rockwell & Cleary, doing a general agency business. In 1917 he became a partner of Mr. Eldredge in the present agency.

ern Railway Association. Mr. Fisher was a great punster. He carried punning to the extreme and often made himself an unpopular man. In this office, when I first became acquainted with it, were Joseph H. Lenehan, who later became assistant western manager of the North British and finally western general agent of the old Phenix, and Fred B. Luce, member of the famous Luce family, who is now western manager of the Providence Washington.

I had a very sharp clash at one time with Mr. Fisher. William Wood had been United States manager and a new regime was coming in. I predicted in the "Inter-Ocean" that George M. Fisher would be appointed. I remember now that Mr. Littlejohn suggested that I do this. Mr. Fisher was very much irritated and incensed, demanding to know my authority. Of course I did not tell him. After that Mr. Fisher crossed me off his list to a great extent.

W. W. DUDLEY was manager of the Manchester. Charles B. French and James Glen were assistant managers, Mr. Glen coming from the home office. John Shepherd was general agent. Mr. Dudley had a good organization, both in the office and in the field. He was a man of individual type, popular and resourceful. After the retirement of the Manchaster Mr. Dudley became the first secretary of the governing committee of the Western Union and practically reorganized the Western Union office on its present basis. I remember that I was at St. Louis at the time the famous meeting of the Western Union was held, where the present system was mapped out. Hitchcock was more or less off the reservation and did not learn what was going on. I scooped Hitchcock on that very important piece of news, which brought him at once to his senses and he began working with tremendous energy. Truman W. Eustis, assistant manager of the Fidelity-Phenix, succeeded Mr. Dudley as head of the Manchester.

CHICAGO had a local company, the Traders, whose home office was in the old Bryan block, where the Northern Trust Company new stands. The Traders conducted a local agency, being on the first floor. S. A. Rothermel, assistant secretary of the Traders, had charge of the local business. Gen. R. J. Smith was secretary of the Traders and in charge of the field. He was one of the notable characters of his day. He was a man of very positive convictions, had a wide experience and yet with it all was very sympathetic. There was no one who lent a more listening ear to his newspaper callers than General Smith. He was not given to divulging information directly but by some little inference or indirect reference he frequently gave the newspaper man valuable "tips." He could be brusque and abrupt. General Smith had a fine sense of humor and his eye often twinkled with merriment when he was relating some humorous experience when he traveled in the field.

IN some ways General Smith was a reactionary. For instance, up to the time of his death he would not acknowledge there was any efficacy in sprinkler equipment. He fumed and raged whenever rates were reduced on sprinklered risks. During his later years General Smith's mental faculties failed. One of the evidences of his growing disability was the loss of memory. I recall that one time I was handling C. R. Hitchcock's work on the old "Times-Herald" as well as my own. When I called up General Smith he asked where Hitchcock was. I told him that he was on his vacation and that I was doing his work. The general remarked that that was a fine spirit where competitors could help one another out. After a few moments he inquired again if Hitchcock was out of town. I told him he was. Then he said, "I thought he must be away, for his column isn't worth a damn."

IT always seemed to me that the decision of the directors of the Traders after the San Francisco fire to go into the hands of a receiver was one of the real insurance tragedies of Chicago. The Traders had a magnificent board of directors. Some of the eminent business and financial men of the city were on the directorate. There was no excuse for the Traders to surrender. Had General Smith been at the helm and in his vigor the company would have ridden in safety beyond the shoals. Mr. Rothermel, who succeeded him, did not have the courage and force that General Smith possessed. The Traders today could have been a large and magnificent institution had it kept in business. Even as it was it paid out 80 cents on the dollar. General Smith always took great pride in getting his annual statement ready for the New Year's edition of the daily papers. Hitchcock and I would wait around until 9 or 10 o'clock New Year's eve in order to get the copy from General Smith after the accountants had closed up their work that day.

BYRON W. FRENCH was western manager of the Orient. He was a stern man and yet with it all had a very kindly heart. He was never a great factor in the business. Whenever I went to the Orient office I had trouble in getting through a gate with a sort of trick catch. I inferred that this gate was provided to keep people out because whenever I would come in the door a little freckled face, sandy-haired office boy would rush over and unlock the gate. That boy, by the way, was "Eddie" Schoen, who is now western manager of the Atlas. Henry J. Houge was the assistant manager in the Orient. Mr. French had three sons who were in the insurance business, Charles B., who was one of the assistant managers of the Manchester; Stewart W., who had a local agency, and Harry, who is now connected with Marsh & McLennan in Chicago.

THE London & Lancashire bought the Orient and United States Manager A. G. McIlwaine sent Charles E. Dox out to Chicago to take charge. Mr. Dox had been trained in the south. I remember when I first made his acquaintance I thought he was very austere and forbidding. I took it that he did not care to have the newspaper men cultivate him to any great extent. Mr. Dox, however, had a rather embarrassing situation confronting him. It was undoubtedly Mr. McIlwaine's idea to have the London & Lancashire and Orient under one management. John S. Belden was manager of the London & Lancashire. He was one of the old-timers and very popular. The western men felt that Mr. Dox had come on to supersede Mr. Belden and therefore their hands were against the former.

AS time went on and I became better acquainted with Mr. Dox, I found him a most likable man and very cordial. He has always assumed an independent attitude in the conduct of his business. He attends strictly to his own affairs, keeping in close touch with everything that goes on in his office. He has drawn his employes to him. As an underwriter Mr. Dox has but few equals. He has made money for his office in season and out. The men who trained under him got some excellent ideas as to selection of risks. Mr. Dox, by the way, came into the Western Union three days after Charles W. Higley of the Hanover was admitted. The date of Mr. Higley's admittance to the Union is Dec. 19, 1900, and that of Mr. Dox bears the date of Dec. 22.

MR. BELDEN was one of the most urbane and affable men of his generation. He was a man of singular uprightness of thought and speech. He belonged to the class of the elder statesmen. Mr. Belden dated back a good many years, having been an accountant with the old Security of New York until it was wiped out by the fire, when he went with the German American, thus being associated with Judge Eugene Cary until 1888, when he was appointed manager of the London & Lancashire. Judge Cary is credited with securing Mr. Belden the position. W. C. Boorn, now assistant western general agent of the Hartford, was assistant manager under Mr. Belden. Mr. Belden took great personal interest in his employes and often spoke to me about their outside pursuits beyond the pale of business. Everybody around him felt his kindly interest in what concerned them. He later became western manager of the Fire Association and took with him John W. Robertson, who had been Illinois state agent for the London & Lancashire, and later on succeeded Mr. Belden as manager of the Fire Association.

PRECEDING Mr. Belden's advent to the Fire Association, the company's affairs in the west were in charge of a man of most delightful personality, one of the most companionable of men and who belonged to that coterie of bright stars that made Chicago famous in the world of insurance. He was William H. Cunningham. Mr. Cunningham often told me about being correspondent in the old western department of the Security of New York. He was the first clerk employed by J. R.

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Payson, who established the department in 1862. Mr. Cunningham wrote all the letters out in longhand and became an expert in that line. He was later made assistant general agent and then western manager. The Security went down in the big fire of 1871 and then Mr. Cunningham was made western manager of the Fire Association and the American of Philadelphia both of which were under the same jurisdiction in the central west. I never got much news out of Mr. Cunningham. Of a most amiable and suave type, he could talk much and yet say little that was of news value.

AT one time the members of the Western Union seemed to be very much alarmed at the frequency of the "Bulletin" confidences getting out to Hitchcock and me. Therefore, an item appeared in the "Bulletin" suggesting that members keep a close watch over this journal of Western Union activities, which was so coveted by those who could not see it. Mr. Cunningham had a strong box made in which the "Bulletins" were locked. The Fire Association office was the last one in the world to which the newspaper men would ever go to see the "Bulletin." As an example of Mr. Cunningham's conservatism in giving out news, I remember at one time that he had received by telegram some annual figures in the Fire Association statement. I had published these same figures that morning. He had not seen the "Inter-Ocean." He had secreted in his pocket this telegram from President Irvin. However, he swore me to secrecy before he showed it to me. Mr. Cunningham did a local business and at 4 o'clock every afternoon he would start to sign policies. He went to a desk, opened it up, got out a plug of tobacco and chewed while he signed these policies. That was the only time that he ever chewed tobacco.

THE Fire Association was one of the last western departments to adopt modern systems of filing and taking care of business. Even when Mr. Belden became manager it had the old box system of filing that had been eliminated from most offices years before. Letter copybooks were still used in preserving corespondence that went out. Mr. Belden had to revamp the whole interior office structure of the Fire Association. It was an old-fashioned company, conducted in an old-fashioned way.

President E. C. Irvin was one of the striking figures in insurance. Henry W. Bush, was assistant manager under Mr. Cunningham. President Irvin would have him go on to Philadelphia in the early summer when he moved to his summer home, having Mr. Bush supervise the packing of his lares and penates and get him installed in his summer habitation. Then as fall came on Mr. Bush was sent for to make the transfer back to the Philadelphia house.

SUPERVISING the destinies of the German American was one of the greatest western managers

Home's Chicago Manager



H. G. Buswell, Cook county manager of the Home of New York, first joined the company in New York in 1885 and has remained in its service continuously since that time. Mr. Buswell came to Chicago in 1903 as manager of the Chicago office.

that Chicago ever produced, Judge Eugene Cary. There were other men during his day that excelled him in certain phases, but as an all-round manager and underwriter, as a profound thinker and seer, as a master of discussion and impressive speech, Judge Cary stood in a class by himself. He can be given credit for introducing the present separation plan in the Western Union, whereby agents representing Union companies only were paid 15, 20 and 25 percent and mixed agents only 15 percent

ONE of the interesting sidelights at this time was a letter that A. R. Hawthorne of Troy, O., sent to Judge Cary denouncing separation. Mr. Hawthorne was lacking in literary ability but the letter was a finished product. Those who knew Mr. Hawthorne chuckled at the context of this well written epistle, realizing that none other than John G. Monrose, state agent of the Continental in Ohio, was the author and induced Mr. Hawthorne to sign it and send it to Judge Cary. Judge Cary made a characteristic reply. I remember at that time that I took delight in printing this correspondence and using as a caption, "The Scarlet Letter by Hawthorne."

JUDGE CARY got his title by serving as judge advocate in the Civil War, and also as judge of the circuit court at Nashville, Tenn. He started as a local agent for the Aetna and Hartford at Sheboygan, Wis. He came to Chicago at the time of the great fire or shortly thereafter for the Imperial of London, organized its western department and served as manager until 1873 when he became manager of the German-American. Judge Cary was a candidate for mayor of Chicago on the Republican ticket in 1883 but failed to secure the office. He was a prominent man outside of insurance. Judge Cary died just after he had concluded an address when western managers were invited to St. Louis at the time the buildings of the World's Fair were being constructed, to look over the plans and agree on an underwriting policy for the World's Fair structures. Judge Cary had made a remarkable address of a few moments, stressing the good will of the underwriting fraternity and good wishes for the progress and success of the enterprise at St. Louis.

ROGERS PORTER was assistant manager, going to the German-American when it established its western department. Naturally in comparison with Judge Cary he was at a great disadvantage. He was a very faithful and competent office man. Shortly before Mr. Porter's death, Judge Cary called in from Ohio, Walter H. Sage, who was state agent. Mr. Sage succeeded to the management on Judge Cary's death and became one of the most conspicuously successful and aggressive managers, always being a stalwart member and advocate of the Western Union. As chairman of the governing committee Mr. Sage was particularly active and militant. Mr. Sage stood for the Union for Union members. When the conference committee was established with the Bureau he was one of the members and did much to bring peace in the insurance family.

IN connection with Mr. Sage, I recall an amusing incident that took place in the old Neil House at Columbus, O., following a field meeting. Mr. Sage was one of the great card sharks of Ohio. Just how much he added to his worldly possessions by this means I do not know, but everyone who came in contact with him found a foeman worthy of any steel. At that time Henry Fowler was state agent of the Home of New York and was much given to bibulous tendencies. Mr. Sage got up a card game on this particular evening and told the clerk and bell boys not to let Mr. Fowler know where the game was being played. I sat on the sidelines as an innocent onlooker. After the game had progressed for some time, there was a loud knocking at the door. Everyone knew that Henry Fowler had found out the location of the room. He kept pounding and pounding and then began kicking the door. Mr. Sage concluded then that it was time to say something and he yelled at the top of his voice, "Who is there?" Henry Fowler immediately replied, "Judge Cary, damn you let me in." Then we all burst into laughter, the door was opened and Fowler broke up the card game.

TRUMAN W. EUSTIS, who was assistant western general agent of the Phenix of Brooklyn, succeeded W. W. Dudley as manager of the Manchester. Mr. Eustis, as it afterward developed, made a mistake in judgment in leaving the old Phenix, as Manager Eugene Harbeck became disabled and later died. Later on the Manchester was purchased by the Atlas and finally the Atlas absorbed the company's business and plant. For a time Mr. Eustis acted with Jacob M. Neuburger as joint manager. This arrangement grated very heavily on Mr. Eustis. There were numerous outbursts of feeling on his part until finally he resigned. Later he established the western general agency of the Georgia Home. Mr. Eustis probably through some sub-standard physical condition, accentuated by natural tendency, was very temperamental and irascible. With all that

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What shifts of taste will touch my business? Can I control these changes or must I meet them? The only way I can know what new conditions my business will face tomorrow is to decipher the future significance of all that is transpiring today.

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he had many fine traits and was true blue. He had had an excellent underwriting training.

WHEN he became manager of the Manchester he called in as assistant manager James F. Joseph of Cincinnati, who was in the field for the Phenix. Mr. Joseph had a well trained mind, enriched by good reading. He could write a letter as finely phrased and well constructed as any I have ever read. I induced "Jim" Joseph to conduct in THE NATIONAL UNDERWRITER years ago a little department entitled, "From the Office Boy." In slang style and in the terminology of the office boy Mr. Joseph wrote a series of contributions, bringing out different phases of the business that were rare and enriching. They were widely read. Mr. Joseph was particularly gifted in many lines. It always seemed unfortunate to me that in the onward march of his life he was doomed to disappointment. He did not reach the heights in the business for which he had a great longing. Wherever he was he did his work well and had the confidence of those associated with him. When he retired from the North British organization and became vice-president of the Sterling Fire of Indianapolis he never regained his old-time footing.

THERE were two departments established in Chicago shortly after the golden '90s, those of the Greenwich and Sun of London. John P. Hubble had been a saddle general agent for the Greenwich when it was decided to open a department. Mr. Hubble had many excellent ideas. He had in mind working out a publicity plan for insurance that had much merit in it. He did not get material support. The Greenwich department did not have a long tenure. Mr. Hubble was not a brilliant underwriter but in the Hubble makeup there is a genial glow and superfine feeling.

JOHN J. PURCELL, one of the most intriguing personalities that crossed the western horizon, established the Sun's department. Mr. Purcell had had a splendid background of underwriting knowledge. He possessed those volatile traits of the Irish race. His wit was abounding, his keenness was sharp. He could reach the heights and go to the depths within a short time. In his cavorting as King Brian Baru in those Christmas festivities of the Round-Table of the Union League Club, Mr. Purcell was in his element. Spontaneous in what he did, resourceful in speech and action, he gripped the attention of the participants in those highly entertaining spectacles.

MR. Purcell was rather independent in his thought and unorthodox in his views. I remember that he told me once that he tore up a bill whenever he received one. He said that if anyone wanted money and would sent a collector he would write a check but he would not acknowledge a bill. When he left the department he did not go cermoniously. Without the knowledge of anyone, perhaps under the spur of some feeling of injustice, he wrote his resignation, cut all the ropes behind him and was out. During his regime Horatio N. Kelsey was assistant manager. Mr. Kelsey was one of the famous Kelsey family that has honored insurance for many years. The contrast between Mr. Purcell and Mr. Kelsey was vivid. Mr. Kelsey was dignified, conventional, high-minded, clean in speech and very domestic. Yet the two managed to get together so far as I could see in most excellent style.

CROSSING one's life line there are always certain men that have a very definite and far-reaching influence. There was an insurance man that I met early in my career for whom I formed a close attachment and for whom I had an unbounding admiration as a man: That was Theodore W. Letton, United States manager of the Prussian National. Mr. Letton probably had not been a conspicuous success as an underwriter. I often heard it said that he had been lucky after having been connected with companies that went out of business to fall on a feather bed. Be that as it may Mr. Letton was whole-hearted and a most lovable character. He was a Grand Army of the Republic man, patriotic to the depths and splendid in his appearance. He had a most excellent social background. He was a man who would attract attention anywhere.

HIS assistant manager was John F. Rice, his son-in-law, a young man of most excellent presence, one of those handsome men in the managerial ranks of yesteryear. Succeeding him was Henry J. Houge, who later won his spurs at the United States office of the Scottish Union & National, and then William G. Whilden. All have passed on. Charles F. Smallwood came to the department as chief accountant about a year after the Prussian National was established in this country. He is now assistant manager of the Netherlands with Manager H. W. Letton. Mr. Smallwood has had an interesting career. He tells me that he has lost only two days from the office during his entire career with the Lettons from illness. When I first knew him he was the first man in the office in the morning and he keeps up that record today. He opens the door at 7:30 o'clock and one can set his watch at that entrance.

Mr. Letton brought his son, Harold W. Letton, into the office as assistant manager and the father died a year or so afterward. When I was an undergraduate of Princeton, Harold Letton was famous in Yale athletics, one of the most illustrious backs in the history of Yale football teams and one of the mainstays in its baseball team of his day.

ONE of the first big pieces of news that I wrote after becoming insurance editor of the "Inter-Ocean" was the election of E. L. Allen, who was western manager of the Royal, to be vice-president of the German American in New York. My good friend, R. S.

Marsh & McLennan Have International Organization

THE origin of Marsh & McLennan dates from 1885 when Henry W. Marsh, now the senior associate in the Marsh & McLennan organization, became a member of R. A. Waller & Co., which firm was the outgrowth of the agency of Bowmar Brothers, which started business in 1871. During succeeding years the name has undergone a number of changes owing to internal realignment such as the admission or retirement of partners. In 1900 it was called Marsh, Ullmann & Company; in 1905 the later name was changed to Burrows, Marsh & McLennan, and in 1907 it assumed the present title—Marsh & McLennan.

Donald R. McLennan began his insurance business career as a member of an insurance agency in Duluth, Minn., (now operating under the name of Manley-McLennan Agency), and became associated with the Marsh & McLennan organization in 1905. Charles W. Seabury has been connected with the business since 1896. Frank R. Mannen joined the organization in 1909 at which time he opened the Minneapolis office of Marsh & McLennan, where he continued until 1916, since which time he has been in charge of the New York office. Messrs. Parsons and Eggert became associated with the business in 1919 through the consolidation of the marine insurance business of Parsons & Eggert with that of Marsh & McLennan.

The development of the agency's business has followed the trend of the times, including the incorporation of the general business of the firm in 1923, although before and since that date a number of corporations have been formed in the various states to handle the business of the organization in harmony with local requirements.

THE business transacted by Marsh & McLennan today is both national and international in scope, offices being maintained at the present time in Chicago, New York, Minneapolis, Cleveland, Buffalo, Denver, San Francisco, Los Angeles, Detroit Phoenix, Pittsburgh, Indianapolis, Columbus, Portland, Seattle, Duluth, Montreal, Winnipeg and Vancouver, B. C., Canada, and London, England.

The officers of Marsh & McLennan, Inc., are as follows: Chairman of board, Henry W. Marsh; president, Donald R. McLennan; vice-president and treasurer, Charles W. Seabury; vice-presidents, Robert C. Greer, Dudley Cates, Henry W. Carlisle, William Otter, Harry P. French, all of Chicago; and Frank A. Mannen, Edgerton Parsons, Herbert F. Eggert, George H. Tryon, David G. Baird, Laurence S. Kennedy, David Hartfield, J. Watson Webb, and Edwin R. Booth; secretary and assistant treasurer, Willis G. Wood; general counsel, Henry C. Hall.



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Critchell, had tipped me off to this piece of news. Judge Cary in his sagacious way had brought about Mr. Allen's election. Joseph A. Kelsey was the assistant manager. Mr. Allen was an aggressive and strong administrator. When he resigned from the Royal, the company decided to make an important move. Down in Cincinnati, Dr. John S. Law, in 1852, had been appointed general agent for the Royal, which was known as the central department. Later he took his son, John H., as a partner. Another son, George Wallace Law, conducted a local agency under the name of Law & Gansell. The two brothers later became managers. It was decided to consolidate the central and western departments, transferring John H. and George Wallace Law to Chicago as the firm of Law Brothers. They took charge Oct. 1, 1895. Another brother, Charles H. Law, who had been connected with the Cincinnati Corrugating Company, was given charge of Law's Insurance Agency at Cincinnati.

UNDER the management of the Messrs. Law, the Royal in its western department took an upward turn. Here were two men of decided individuality and character. Both were vigorous, strong-minded and keen in intellect. They would fight at the drop of the hat. Both of the Laws came down through a southern family of English descent and in their relationships they manifested that social atmosphere, characteristic of the southland. The two brothers were deeply attached, although they often had sharp differences of opinion. They adopted a very aggressive policy, became weighty men in the Western Union and other organizations. Both men were sensitive. They were quick to take affront. Very often the newspaper men were called to the office of the Laws to be rebuked and the discipline was administered in a most artistic way.

I HAD one rather interesting experience with George W. Law. He was president of the Western Union. Thomas E. Gallagher of Cincinnati, who was then general agent of the Aetna, was chairman of the governing committee. I happened into the Royal office in the old Royal building one day. The private office of the Laws reached back to a room where there was a fireplace but there were glass doors between. I saw Mr. Law and Charles R. Tuttle, the assistant manager of the Continental, sitting at the table together. Not knowing at all what they were talking about I stepped up to Mr. Law's secretary, Miss Coleman, and told her I hoped that I would be invited to the meeting of the Western Union when the Continental was initiated, as evidently Mr. Law and Mr. Tuttle were arranging the program. The Continental was an outside company. As soon as I said that, Miss Coleman became very much flustated. I saw that I had struck oil. She said that I must see Mr. Law at once. I replied that it did not seem necessary, inasmuch as she could tell me when time came for the Continental to wear the union suit. She insisted that Mr. Law be called out.

WHEN he came to the front office he was very much agitated. Innocently I had struck a rich vein of news. He told me that only four people outside of his secretary knew that a proposition with the Continental was on. Not even Mr. Tuttle was aware of negotiations, he added. These were President Evans, Manager George E. Kline, Mr. Gallagher and himself. Mr. Gallagher happened to be in Chicago on that day. Mr. Law said that he couldn't understand who gave away the news. He appealed to me as a personal friend not to say a word about it. I told him that I would be very cautious. Later in the day Mr. Gallagher rushed over to my office, very much crestfallen and depressed because Mr. Law had accused him of giving me the story. I tried to explain the matter to Mr. Law later but he thought that I was simply covering up Mr. Gallagher's tracks. It was not until long years afterward that Mr. Law became convinced that it was a coincidence and an accident that I became cognizant of what was going on.

Accompanying the Laws from Cincinnati were two employes, P. W. Cadman, who later became assistant manager and who is now retired and living in Florida, and Henry L. Dalton, who is the present assistant manager. In connection with this long service of the Laws with the Royal, it is significant to note that Elwin W. Law, the present manager, is carrying on the torch that was first taken in hand by his illustrious grandfather more than 65 years ago.

THE Home of New York farm department was in charge of a man widely known and well liked, a Hoosier philosopher with a great signature who dealt out homely sayings for years, Henry H. Walker. When he was 20 years old down in Indiana, he was engaged in merchandising and acted as agent for the Aetna when J. B. Bennett of Cincinnati was western general agent. I always thought that Mr. Walker was typically Hoosier, quaint and whimsical. There must be something, or there has been something, in the soil and atmosphere in Indiana that gives a particularly literary flavor to many people who have a bent in that direction. Mr. Walker became one of the foremost farm underwriters of the west. He served as head of the farm department from 1887 until he retired from business. He was responsible for building up the foundation for the Home's magnificent farm department. He was interested in organizing the Life Members Society of the Fire Underwriters Association of the Northwest. With a twinkle in his eye and a peculiar smile on his face, nothing was so comforting to him as to deal out native philosophy to his callers. He was rich in incidents and could embellish a tale most delightfully.

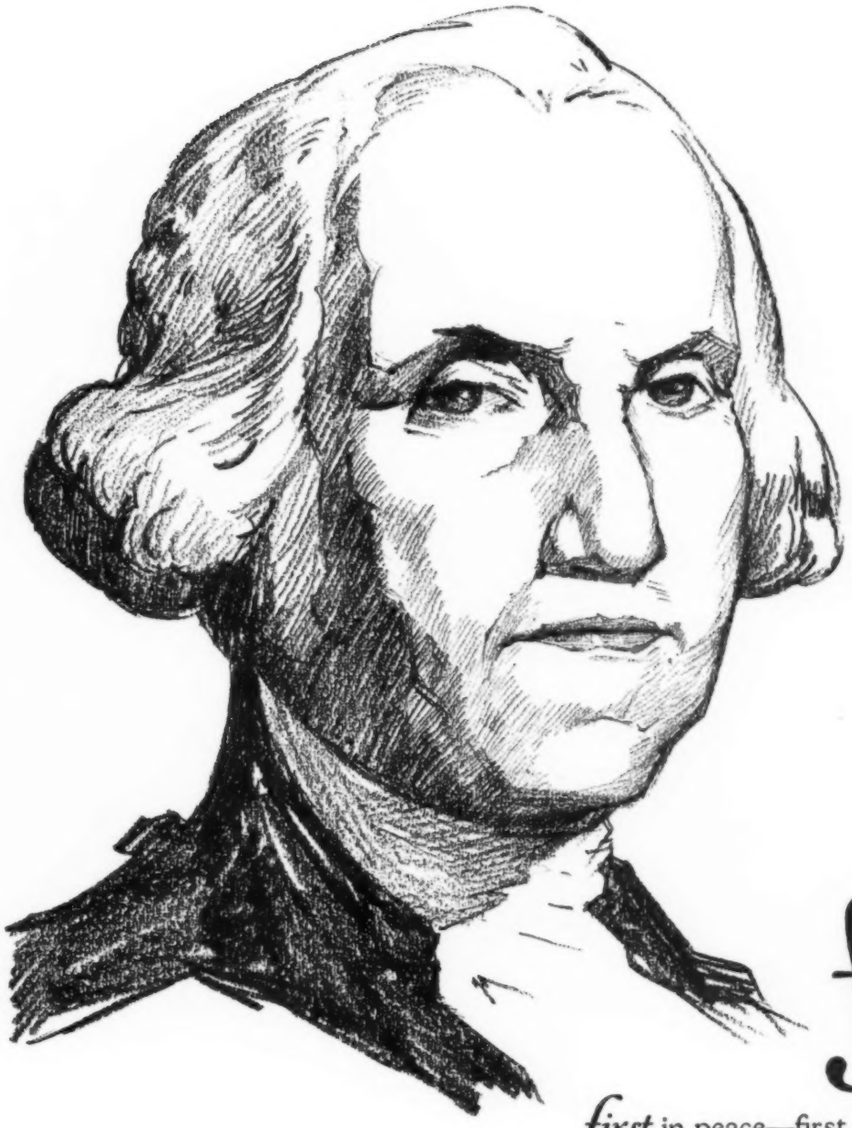
A WISE man in his day and generation was M. O. Brown, manager of the Westchester. Mr. Brown kept pretty much to himself. He built up the Westchester's business in the west to fine proportions for those days. He became a director of the company. He started in its service right after the great fire and later was taken to New York as vice-president. Fred W. Lotz was assistant. He was a fair office man but was rather a light-weight. Siefried Schwarz was chief accountant. One of the strange moves of Mr. Brown was to form the firm of Lotz & Schwarz, giving Mr. Schwarz supreme command. Mr. Brown, however, knew Mr. Schwarz better than the outsiders. Here was a man who had not been trained in underwriting but during all the years of his service as manager, there was only one year in which he lost money in his department.

Charles B. Gilbert was then the manager of the Lancashire having come to Chicago from the St. Paul Fire & Marine, where he had been secretary. Mr. Gilbert had an average ability and he was well liked personally. He was always popular. The Lancashire had a rather wide open policy in its underwriting and it came to grief. James C. Corbet was assistant manager, a man of real ability, who later became assistant manager of the Northern and afterward its manager.

RUDOLPH H. GARRIGUE had been assistant manager of the Germania. The Merchants of Newark opened a department in Chicago and Mr. Garrigue was appointed as its chief. Here was a whole-souled man. He was always a true friend of the newspaper men. Seldom a day passed but what I went to the Merchants' office and if Mr. Garrigue knew anything he would tell it to me. He often said to me that his grandfather sold his farm where the county building now stands in Chicago for $700 and thought that he had made a good bargain. Mr. Garrigue's father organized and built up the Germania Fire. He became its president and then the company had $300,000 assets. The Merchants went out of existence and Mr. Garrigue had rather tough sledding after that. His assistant manager was George D. Corliss, who followed Mr. Garrigue from the Germania Fire. One of the examiners was Edmund O. Basse, who is now Wisconsin state agent of the Royal.

R. S. CRITCHELL, whose agency was one of the big four, conducted also a general agency of the Teutonia of New Orleans and State of Pennsylvania, having the latter office on the second floor of the Hampshire building above his local office. Mr. Critchell was my salvation on more than one occasion. When I took charge of the insurance column of the "Inter-Ocean," the business manager told me that Mr. Critchell placed part of the insurance on the plant. Therefore, I sought him out. He was one of the old-timers, was full of steam, and had built up a great business and a fine organization.

I REMEMBER on one of my early calls on Mr. Critchell I walked into his office with my hat on. He gave me a bit of fatherly



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first in peace—first in war—and first in the hearts of his countrymen —that describes the man whose name this organization so proudly bears.

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CHICAGO, ILLINOIS

HARRY R. KENDALL
Chairman

GEORGE R. KENDALL
President

advice that I never forgot, when he told me that while it made no particular difference to him he hoped that I would never enter another private office still wearing my hat. Mr. Critchell undoubtedly hoped that through me he would spread considerable propaganda, because he was a man of decided opinions, was a strong advocate of sole agencies and was ever ready to express his opinion on insurance issues. At any time I could go to his office and he was ready to talk on any current question. His chief underwriter was Thomas F. Patterson, a man of immaculate dress, who is still as fastidious as ever, and carries the whiskers that he did back in the '90s.

HENRY CLAY EDDY, manager of the Commercial Union, brings to everybody's mind a man of great power and influence, one of decided companionable traits, a mixture of many forceful and creditable qualities. He had a real genius for friendship and drew men to him at all times. He was one of the early advocates of fire protection, was one of the sponsors of the Underwriters Laboratories in its infantile day and stood back of W. H. Merrill in the promotion of that remarkable work. Mr. Eddy came out to Chicago from the east where even at that time he bore an excellent reputation. He served his company with distinction and always made a profit. He was deeply imbedded with human sentiment. He had a strong affection for friends.

HIS assistant manager was Capt. S. S. Frowe, a military looking man, who, under the spell of the more dominant Eddy, was discreet in his discussions. T. Erskine Mathews was the third man in the Commercial Union office. He had come over from England after serving at the head office. He was decidedly English in his speech and manner. Andrew M. Nelson later came into the Commercial Union as assistant manager. Mr. Eddy was a factor in many organizations but took particular pride in the Fire Underwriters Association of the Northwest.

THE Liverpool & London & Globe had as its head William S. Warren, whose illustrious father, William Warren, was an Englishman and was appointed local agent of the Liverpool & London & Globe in Cleveland in 1853. He moved to Cincinnati in 1859 to become general agent. He came to Chicago in 1860 and in 1875 took charge of the western department. The son inherited the business organization and traditions of the Liverpool in his father's department. On the death of William Warren, his son and George D. Crooke succeeded to the management. In 1928, the son became sole manager. He started with the Liverpool as a boy in his father's office and during his entire career served that organization. He was not a man of initiative or great force. However, William S. Warren always kept step. It is the policy of the Liverpool to travel with the procession. It is an organization company. William S. Warren was slight and slender as a man but he could eat a bigger meal than almost any person that I knew.

HIS greatest work, I should say, was a chairman of the conference committee when the two company organizations were getting together. He kept the sidewalk hot between his office and the old American Trust building where C. H. Barry and Walter H. Sage held forth. He conferred with these men on every step that he took. Mr. Warren was not a mixer. He was not a club man. He ate by himself. His chief assistant was George H. Moore, one of the shrewdest underwriters of his day, a man of Machiavelli mentality who worked often behind the scenes but to the credit of his company. When he laid down the reins of office he had made a profit of $1,000,000 in the states which he supervised. The next assistant was John V. Thomas, who had come up from Dixon, Ill., and was state agent for the Liverpool until he became assistant manager in 1893.

MONTGOMERY & FUNKHOUSER had a general agency. George W. Montgomery was one of the old-time local agents, a man of aristocratic tastes who looked after the local end of the business. Major Funkhouser was one of the military men of his day, made a most handsome appearance as head of his military company and later as regimental officer in the famous parades in Chicago. He had military ideas in everything that he did. He was one of the most handsome men that ever sat on a horse and led men in a military procession. Major Funkhouser could be turbulent and outspoken. But like many men of an impetuous disposition his feelings were deep and his heart was large. He was one of the organizers of the Illinois Field Club and was the acknowledged leader of that organization in its first few years of existence.

At the head of the National of Hartford was Fred S. James,

Crum & Forster Fleet Long Active in Western Field

THE present Chicago brokerage and service office and Cook county department of the Crum & Forster fleet is the outgrowth of early agency connections of some of the companies in the fleet, and especially of the United States Fire and the North River. The manager of the Chicago office, R. I. Read, has been in charge for years.

In the fleet are the following companies: United States Fire, North River, Richmond, Union of Buffalo, United States Merchants & Shippers, Allemannia, British American, Western Assurance, City of Sunbury, Metropolitan Fire and the Buckeye National. Of these, the United States Fire presents an interesting history. This company is the result of the consolidation of nine other companies with the original company.

THE United States Fire was organized in 1824 and is one of the oldest United States companies currently operating. Crum & Forster as representatives of the company obtained a number of smaller companies which, as they were taken on, were merged with the United States. The Guaranty and the Colonial were merged and then were consolidated with the United States, the Peter Cooper was merged with the larger company, the New Amsterdam and the Empire City were merged and the combination was consolidated with the United States, and the same was done with the Nassau and the Dutchess. The Williamsburg City was taken into the large combination without having first been merged with any other company.

AS these mergers and combinations were effected the strength of the Crum & Forster organization in the west increased concurrently with the increase in the east. The first western agency of a Crum & Forster company in Chicago was R. W. Hosmer & Co.'s representation of the North River. The company's connection with the agency has been continuous to the present.

The Crum & Forster western department office, managed by F. M. Gund, is located in Freeport, Ill. The brokerage office in Chicago operates from this city west to and including the Pacific Coast.



R. I. READ

R. I. READ has had an extended and varied training. He began as a rater with the Western Actuarial Bureau, going later with the Illinois Inspection Bureau. He was then appointed Illinois state agent of the Sun and in that connection St. Louis and Kansas City were included in his jurisdiction. He was with the Sun for a number of years, later going with Marsh & McLennan in Chicago as a broker. When Crum & Forster decided to open a Chicago office Mr. Read was selected for the position. Under his management the business has grown rapidly and substantially. He is known to all of the prominent brokers in Chicago and through them has developed a big business. He has also greatly enlarged Crum & Forster's Class 1 agency plant in Chicago.

A Background of One Hundred and Eleven Years of Experience to Help You

Fire Association of Philadelphia
Founded 1817 — Capital $3,000,000.

The Reliance Insurance Company
FOUNDED 1841

AFFILIATED COMPANIES

Victory Insurance Company.
FOUNDED 1919.

Constitution Indemnity Co.
Founded 1926 — Capital $1,000,000.

Capital $1,000,000. each.

WESTERN DEPARTMENT
Adams & Franklin Building
CHICAGO, ILLINOIS

Almost every kind **INSURANCE** Excepting Life

who also was senior member of his local agency, Fred S. James & Co. Mr. James was brawny, as straight as an arrow and impressive in appearance. He maintained that appearance until he suddenly broke. Like men of his own day he had forged to the front, pressed by the momentum of his own intensive personality. He had many valuable contacts. Mr. James was a business producer and builder. He had but little taste for details. He had a wide acquaintance in Chicago and it was largely through his reaching out and being the confidant of so many business men that insurance came to his office. Mr. James always believed in having high priced men as examiners and department heads. He advocated paying the daily report examiners as much if not more than field men. It was his policy to get capable lieutenants and then they had to work out their own salvation.

ALFRED JAMES, who became the head of the Northwestern National in Milwaukee, was his brother and Fred S. entered the business in the old Chicago firm of Alfred James & Co. as office boy. Mr. James was a great entertainer and made always a genial host. I saw him at one time when he was deeply troubled. His firm had been instrumental in completing the organization of the Calumet Fire of Chicago, which Henry Fowler had started. The company was hit hard in the San Francisco fire. The Hearst publications and others in San Francisco were browbeating the insurance companies because many of them desired to compromise their losses on the ground that the earthquake was the cause of most of the loss. The newspaper publicity in San Francisco had goaded the claimants to keep hammering the companies for 100 cents on the dollar. Out at San Francisco, reports derogatory to the insurance companies were sent out, published and broadcast.

MR. JAMES grew very restive, not knowing what was going to become of the Calumet. He called me over to his office one day and asked me if I could be prepared to leave for San Francisco on a moment's notice and remain there for a couple of months or so as the insurance correspondent of the Associated Press. He said it would be necessary to get someone to write up the insurance angle for the Associated Press that would give the companies a square deal. Mr. James persuaded me to accept, although I felt at the time that the Associated Press would not give me the assignment. He assured me that he had powerful influence, had secured a number of letters and was leaving on an early train for New York to see Melville E. Stone, the general manager. He told me that he would telegraph me and that I should be on my way in a few days. From that conversation to the time of his death the subject was never again mentioned. Mr. James evidently failed in the enterprise that he undertook.

ASSOCIATED with Mr. James was George W. Blossom, now the head of the agency, who fitted in with Mr. James' scheme admirably. Mr. Blossom assimilated the business that Mr. James brought in. He had many valuable relationships himself but it was rather as the analyst and handler of the business, the deviser of service, plans and keeper of the machinery running smoothly that Mr. Blossom excelled. A man of decidedly different temperament from Mr. James, he had the confidence of all who dealt with the office. The two men, it seemed to me, made a powerful team in those golden days when insurance was much in the making. Charles Richardson, the second assistant manager, gave all his time to the general agency work. Mr. James had secured him in Dayton, O., where he had been connected with the Firemen's, which the National had reinsured. He went with the National in January, 1892.

AFTER many years when any prejudice has been dispelled and grievances forgotten, it may not be amiss for me to pay a humble tribute to two men who helped me immensely in my tender years as an insurance news gatherer. Without them I would have sunk. The Western Union was a hidebound organization. No information would be given out. The "Bulletin" was carefully safeguarded. Managers seemed to feel that the news gatherers were not to be trusted with Western Union secrets. The presidents would tell us that if we got anything on the outside well and good but they would give us no information and neither confirm nor deny any report. Almost every hand seemed to be raised against us. At the annual meetings when a newspaper man would start toward a manager or official, the latter would immediately fade away. He did not want to be seen with any newspaper man in conversation with him. Therefore, we skulked around the corners and got along as best we could. It was a trying time and I was glad when the present system of being frank with the insurance newspaper man was adopted.

THE climax came at an annual meeting at the old Cataract House at Niagara Falls when Eugene Harbeck of the Phenix was president. Hitchcock and I were both there for our papers. I believe it was Joseph A. Kelsey and some compatriot who took us aside and told us that Mr. Harbeck had in very caustic terms trimmed the news gatherers to a finish. Hitchcock and I thought that this was true. We both telegraphed this to our papers, saying that the Union had taken official cognizance of the enterprise of the papers. It so happened that Mr. Harbeck had not said a word about the newspapers. Someone told him that we had wired this news in. He called us in to a little room and there Mr. Harbeck, "Champ" Hitchcock and I had it out. We never talked to an insurance man so straight as we did to him. Mr. Harbeck saw that it was rediculous to continue this sort of a relationship and a press committee was appointed.

BEFORE that time there was one man, however, who occasionally slipped me over a good piece of news coming out of the Union. That was Howard P. Gray, who was western manager of the Hanover. His right-hand man was Frank Ritchie, equally as warm-hearted as Mr. Gray. Knowing that I had not the contacts that Hitchcock had, they came to my rescue and often Mr. Gray would tell me to go into his private office while he went out in the outer office and turn to a book on the table. In that would be some news tip. He had marked what he thought would be interesting. Sometimes at these Union meetings he or Mr. Ritchie would go out in the street or in the yard of the old Cataract House and under the shade of some friendly shrubbery in the night time they would give me a few things that were going on. Otherwise I should have been utterly lost. Very precious memories of these two men will linger with me. I never thought that they felt for a moment that they were violating any special pledge as they saw that the material they were giving me should have been given out officially. It was only such news as is now officially made public.

MR. GRAY was hot and impetuous. He had a string of classical profanity that could not be equaled. When he was wrought up he was a regular storm cloud. But coming down to earth he was sympathetic as a woman. The Hanover office was up in the Security building. It was somewhat off the beaten track. John O. Wright was superintendent of agents. I never failed to visit the Hanover and whenever there was anything that could be told, Howard Gray or Frank Ritchie made me acquainted with it.

THERE were brought in two assistant managers at a later date, Louis M. Wise, Michigan state agent, and Charles W. Higley, Minnesota state agent, both men of prominence in the field. I remember a welcome dinner that was given to Mr. Higley at the old Union League Club by the Minn-Dako-Wis Tribe when J. J. McDonald officiated. I had gotten together some verses entitled "Chicago After Dark." All that I recall of that jargon was the closing line, "They say such things and they do such things in Chicago after dark." It was gotten up in metrical form for the benefit of Mr. Higley. Lou Wise branched out into the life insurance business, Mr. Higley stuck with the Hanover and has made it the company that it is today. He has the unique distinction of being the Hanover's president and also its western manager. With all that he has accomplished, with the worldly possessions that he has gathered together, he has always kept his feet on the ground, been retiring and modest, faithful to his friends, and a good scout in every direction.

I COME now to E. G. Halle, manager of the Germania Fire, one of the most interesting men with whom I came in contact, a Prussian, a junker, an imperialist, domineering, militant, a martinet, of German voice, countenance


WAGNER & GLIDDEN
ADJUSTERS
TOPLIS & HARDING
ADJUSTERS
WAGNER & GLIDDEN, ~ Adjusters
CHICAGO

and expression. He ntted into the groove in which he was placed. Mr. Halle never learned to dictate a letter. He would write it out in longhand and have his stenographer copy it. Very often he would call someone else in the office to his side, tell him what he wanted written and then have the letter dictated second-hand.

IT has been my privilege in my long career as a reporter of insurance events to chronicle the first news of the organization of probably six or seven different associations. One of these was the Western Insurance Bureau. Mr. Halle called the newspaper men to his office one day and to our great astonishment showed us the minutes of the meeting that had been held to organize this association. We were startled, because Mr. Halle had never been a source of news. He told us that he had nothing to hide in this new organization. He wanted us to know all the facts. He said to us that he wanted to be perfectly frank. He told us some things that he did not want us to print but we got a very good idea of why the Western Insurance Bureau was organized. At that time Mr. Halle said that he was the president. He insisted that we attend its meetings twice a year and sit in at the deliberations. That seemed inconoclastic. It was different from anything that had happened to the newspaper fraternity. Some of the most interesting experiences that I have encountered were being present at Bureau meetings when Mr. Halle was president.

WHEN I was a general newspaper reporter, Mr. Halle was president of the Chicago school board and one of my assignments was to cover the meetings of the school board. At that time I was intrigued and captivated by the way he presided at a meeting. He had the earnestness, the determination and the domination that was exemplified in the German character. He literally rushed things through that he wanted passed. At that time Louis O. Kohtz, who was assistant Cook County manager of the Aetna, was also a member of the school board. Returning, therefore, to my old position as professional onlooker at a meeting where Mr. Halle presided brought me no end of delight. When any subject was reached that Mr. Halle did not want to be made public he would look down over his glasses and in his German brogue say, "The press will now close their ears."

I RECALL at one time that Clarence E. Porter, who was president of the State of Pennsylvania, wanted something squelched that Mr. Halle had told us we could print. We went to him about it. He said, "Who told you you could not print this?" We said that it was one of the members of the Bureau. Vehement, emphatic and impassioned he said, "By God, I tell you that I control the press." In all those days when Mr. Halle was the guiding force in the Bureau we went to him on many occasions. He always told us the truth. He never held anything back. He was confidential and at the close of his interesting career he took me by the hand and told me that the newspaper men had never violated at any time the confidence he had reposed in them.

I COME now to one of the great departments in Chicago, one of the most interesting, one of the first with which I became acquainted, the Phenix of Brooklyn, which long had its office on the ninth floor of the Home building. Manager Eugene Harbeck often with a twinkle in his eye said that if the Home building fell down at 5 o'clock, not a single Phenix employe would be injured. The office closed at 5 o'clock. Mr. Harbeck had a noble organization in the office and the field. The old Phenix crowd had a spirit that could not be excelled. There was a fealty and a camaraderie in that personnel that I do not believe I have witnessed since. I could never tell just what caused this wonderful Phenix spirit. It was there in abundance. Eugene Harbeck was a leader, an organizer and a stimulator. His men would stick by him to the end.

ON the first day that I came on La Salle street to gather insurance news, Hitchcock took me up to the Phenix and introduced me to Charles R. Street, who was then one of the chief examiners. Lest I may not have the opportunity to write it again, I want to divert from this chronicle long enough to express my great appreciation to this friend of so many long years' standing. To me "Charlie" Street is a marvel. He has a memory that is uncanny. As a teacher of underwriting he has few equals. As a man who draws his employes to him, he stands in the front ranks. Here is a prodigious worker. I have never seen Mr. Street stop to take a breath. Many men have sat by his side and wondered how he could be reading a letter, signing his name, taking notes, listening to a conversation and then carry it on as intelligently as if he were sitting back doing nothing else but listening.

HE is one of the best informed men of insurance. He has not hesitated to say in recent years what he thought. He has been a constructive force. In all departments of his company, he knows what is going on. He does a lot of work that other managers delegate to subordinates. He has his hand on the pulse of the office everywhere. He gets down to his office early and he leaves it after the rest have gone. He would fight at the drop of his hat for any loyal man in his organization. He can trim a man to a standstill and yet take his hand and tell him to go ahead and forget it. Whenever I have not been clear in my own mind as to some issue or question, I have sought out Mr. Street. He would always listen, although he would keep on working, and I have never failed to have him cut away the cobwebs, brush out the attic and start me on the right road. He is one of my oldest insurance friends. He has favored me much. I am under obligations to him in such a way that I can never repay him.

TRUMAN W. EUSTIS was assistant manager of the old Phenix, sitting on the platform outside toward the rear of the office. Mr. Eustis was an able underwriter and could have managed any department successfully. Assisting Mr. Street was Rudolph Belcher, now general manager of the Western Insurance Bureau. The Phenix had a great battery of examiners, the chief ones aside from Mr. Street being Jerome Harbeck, brother of the manager; James A. Matthews and Henry J. Gordon. Assistants were H. O. Benedict, F. R. Holtfodt, Harry Hughes and W. H. Rains. Here too was Elof Peterson, the great farm underwriter, who was in youth's bloom. He is still on the job, one of the authorities in farm insurance.

When Mr. Eustis became manager of the Manchester, Joseph H. Lenehan succeeded him with the Phenix and later became head of the department. He made a number of changes. It was the first outsider brought in the Phenix circle and the men resented it. Mr. Lenehan was capable and became a real force in the work.

THE captains and the kings have departed. La Salle street, the famous insurance thoroughfare of the golden '90s, has little resemblance to the street of today. The old Board of Trade has stood sentinel at the intersection of Jackson boulevard. From the Tacoma building at the corner of Madison and La Salle streets, one of the earliest modern office buildings in Chicago, down to the Board of Trade, there are only four buildings standing that were in existence when I first knew the street. These are the Rookery, the Home building, the New York Life building and the Y. M. C. A. building. The Woman's Temple, a notable La Salle street landmark, and a pretty good building even when it was torn down, has been razed. The familiar haunts of La Salle street are but fragrant memories. The clock in the local office of the Liverpool & London & Globe in the Y. M. C. A. building showing the time of day all over the country is no longer there. The old bronze lions leading down into the basement of the Bryan block at the entrance of the local agency of Webster, Wiley & Co., have gone to another kind of menagerie. The buffet in the New York Life building, long famous as a gathering place for a number of rare souls, has been closed by Mr. Volstead.

THE old St. Cloud, where Ed Dreyfuss mixed fancy concoctions in the little building next to the Home building, has not even left a trace of the heydey era. It was here that the grand old Phenix crowd congregated at some time during the afternoon. Fred E. Coyne's restaurant on Madison street, where we sat on a stool and had all we wanted to eat for 15 or 20 cents, has departed forever. The fire insurance patrol house in the rear of the Woman's Temple on Monroe street has gone. No longer do we see Judge Louis H. Davis sit behind the massive

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FIRE INSURANCE CO. OF ENGLAND.

Unlimited Liability of Stockholders.

Stock Worth **250** Per Cent.

Agencies in all parts of the World



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Deposited with Insurance Departments of the United States for the protection of Policy-holders.

CHARLES H. CASE,

Manager for Northwestern States,

120 LA SALLE STREET, CHICAGO.

The Above Advertisement appeared in the *Argus* for *November* 1882

Truly — times have changed — and successful Institutions Have Changed with them...

The LONDON & LANCASHIRE
INSURANCE COMPANY, Ltd.
OF LONDON

ORIENT INSURANCE COMPANY
OF HARTFORD

SAFEGUARD INSURANCE COMPANY
OF NEW YORK

LAW UNION & ROCK
INSURANCE COMPANY, Ltd.
OF LONDON

CHARLES E. DOX, Mgr.

WESTERN DEPARTMENT OFFICES

223 West Jackson Blvd.
Chicago, Illinois

window plate in his office in the basement of the Home building, stroke his beard and look out, feeling that he resembled the late Roscoe Conkling.

WE no longer lunch at Schimpferman's with its German bill of fare. The crowd no longer congregates at Metzger's, "Billy" Mangler's place is gone. John H. Early with his variety of stimulating influences is silenced. The Grand Pacific buffet and the old time lunch parties in that famous hostelry are no more.

In the great Valhalla where dwell the world's noble and true, these men of the golden '90s abide in peace. The morning light has broken and the kings have their own at last.

Globe & Rutgers Organized At the Turn of the Century

THE Globe & Rutgers Fire Insurance Company of New York has a romantic history. Its development and growth have been one of the phenomenal features in fire insurance. The company was organized in February 1899 by the consolidation of the Globe Fire and the Rutgers Fire. The Globe & Rutgers at the close of Dec. 31, 1899 showed $400,000 capital, $529,283 assets, $26,833 reserve and $3,039 net surplus. In a sense it was a small company and attracted but little attention. Rollins & Burdick started their agency in Chicago in 1899 and shortly thereafter secured the agency of the Globe & Rutgers. Owing to its small surplus at that time it was difficult to place the company with large assureds who demanded greater financial ballast.

On Jan. 1, 1928, the Globe & Rutgers reported capital of $3,500,000, assets $80,193,739, reserve $21,794,728 and net surplus $29,794,728.

Between the company of 1899 and that of 1928 there could be written a history of industry, sagacity, financial shrewdness, aggressiveness, discriminating underwriting, careful management and eternal watchfulness. Its progress has been nothing short of remarkable. Up to the close of 1927 it had paid in losses $225,000,000.

Rollins & Burdick started a small insurance agency in one room in the Woman's Temple and that agency and its successor, the Rollins-Burdick-Hunter Company have continuously represented the Globe & Rutgers. The great growth of the Globe & Rutgers started between 1900 and 1905. From that time forward it grew by leaps and bounds. During 1916 the capital was increased to $700,000. At the close of 1922 the capital was increased to $3,500,000. At the close of 1905 the company had capital $400,000, assets $3,932,447, reserve $1,753,038 and net surplus $1,256,147. From that time onward it increased its momentum and grew in 29 years to its splendid position of leadership.

RANDOLPH AND CLARK IN 1858

In the foreground is Randolph street and the thoroughfare in the right upper portion of the picture is Clark, as it appeared in 1858. The building at the corner is the old Sherman House, upon the top of which will be seen a cupola. In the old days all of the leading hotels had towers or cupolas on their roofs which commanded a wide view



of the city and particularly of the lake. Most of the passenger traffic came into Chicago at that time by boat rather than by rail. From time to time bellboys would be sent up into the observation tower to see if a sail could be sighted on the lake, and if so, numerous attaches of the hotel were sent to the dock to urge the alighting passengers to patronize their hostelry and to provide conveyances for taking them to the establishment. —*Picture courtesy C. E. Jennings*

Persuaded Major Harding to Buy the First Typewriter

THE first typewriter used in an insurance office in Chicago was found in the western department of the Springfield. The Springfield's department was established Jan. 1, 1876 with Maj. A. J. Harding as manager, Casper E. Mantz as assistant manager and A. F. Dean as cashier. Major Harding had come in contact with Mr. Dean during the Civil War. Mr. Dean was an accountant and was located at St. Louis. When Mr. Harding opened the department at Chicago he desired an experienced accountant and induced Mr. Dean to locate at Chicago and become cashier. Mr. Dean came up from St. Louis on Christmas night. He and Major Harding took a stroll over the business district and in a window saw a typewriting machine. It was a clumsy sort of an instrument and made a loud noise when it was being operated. Mr. Harding was somewhat skeptical of buying one.

Finally Mr. Dean persuaded him to do so, assuring him that he would learn to operate it. This was done. Mr. Dean felt that it would be a good advertisement to send out letters written on the typewriter. One Indiana agent who received a typewritten letter wrote to Major Harding to know who could write such a hand. Visitors from other offices went to see the new typewriter which was dubbed "Dean's Knitting Machine." There was a great deal of speculation as to whether it would prove to be a practical thing or not. It was very imperfect and crude at that time. However, it was found to be a desirable sort of an office machine. There were a number of bets put up as to the speed with which the typewriter could be operated. Mr. Dean ran the machine for a few months and then a clerk was employed to do the writing. Mr. Dean went into the field later on to live an outdoor life on account of his health. Major Harding then employed a young fellow, William L. Blodgett to run the typewriter. Mr. Blodgett was so efficient that he was promoted and finally became second assistant manager. He is now a member of the firm of Fred S. James & Co., of New York, United States managers of three foreign countries.

When Automobiles Were New

One of the great excitements along LaSalle street in the days when the first automobiles came into use was the crowd that would get around a machine that came along the street or stopped at the curb. An automobile was an entirely new invention. New models and new styles came out from time to time and they always attracted attention. Nathan Klee was one of the younger set to own a car and he had great difficulty in piloting it.



Stake Out Your Claim

FILE YOUR CLAIM PAPER *Now!*

Equitable Life & Casualty Ins. Co.,
360 N. Michigan Ave.,
Chicago, Illinois.

I should like to have first consideration for a General Agency in my territory. Send me complete details.

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A general agency territory for the Equitable Life & Casualty Co. is awaiting your Stakes!

There is more gold in this mine than in most of those claims the forty niners worked. A level head and a knowledge of Accident and Health Insurance are the primary requirements.

The grubstake consists of a NEW line of policies—DIFFERENT—HAVING GREAT SALES APPEAL and carrying an UNUSUALLY HIGH first year's commission, substantial renewals and bonus.

Territories are located in Indiana, Illinois, Kentucky, Colorado, Oklahoma and California.

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EQUITABLE
Life & Casualty Insurance Co.
CASUALTY DEPARTMENT
360 N. MICHIGAN AVE.
CHICAGO

"Argus" Shows Old Connections

IT is interesting to take a copy of the "Argus" of January, 1884, the old time insurance paper of Chicago, and run over both the advertising and the reading matter. There is a directory of Chicago insurance men including S. M. Moore; Thomas S. Card, who was general manager of the Fireman's Fund and the Union of California; H. J. Straight & Co., who were agents of the Sun; John Naghten & Co., managers western department, Commercial of New York; A. H. Darrow, George W. Montgomery & Co., E. P. Burlingham, manager of the New York Life; James A. Miller & Co., J. O. Wilson, manager of the western department of the Star Fire of New York and Union of Philadelphia; G. H. Koch, general agent of the Fidelity & Casualty; W. W. Caldwell, manager of the New Orleans; Oakley B. Pellet, who conducted a local agency; E. W. Lyman, western general agent, New York Alliance; H. H. Schanck, western manager Mechanics & Traders of New York; W. A. Lowell, A. S. Peck, the adjuster; Adolph Loeb, W. F. Fox, the adjuster, George M. Harvey & Co.

Head of Local Agency



H. M. Hansen is at the head of the well-known local agency of H. M. Hansen & Co., located at 1166 Insurance Exchange, Chicago, which represents a number of prominent fire and casualty companies.

THERE was a quarter page "ad" of the Fire Insurance Association of England, with Theodore W. Letton as manager. Mr. Letton, by the way, was the father of Harold W. Letton, United States manager of the Netherlands and vice-president of the Great Lakes of Chicago. The Continental of New York showed at that time cash capital $1,000,000, assets $4,550,980, net surplus $1,641,033. The Dwelling House Insurance Company of Boston was doing business then with W. J. Nichols, as western manager at 95 Fifth avenue, Chicago. Charles H. Case was manager of the London & Lancashire for the western states, with an office at 120 La Salle street. A. W. Spaulding was manager of the western department of the Standard Fire of London. A. H. Darrow at 544 West Madison street was general agent of the Agricultural. J. O. Wilson was manager of the Union of Philadelphia and the Star of New York at 208 La Salle street. I. S. Blackwelder was western manager of the Niagara Fire and Morris Franklin assistant manager.

FRED S. JAMES at 174 La Salle street was western general agent of the Washington Fire & Marine of Boston. S. M. Moore & Co. were agents of the Lion Fire of London. D. B. Warner was western general agent of the Phoenix of London. George W. Montgomery & Co. were agents of the Sterling Fire of New York. The Burlington Insurance Company of Burlington, Ia., advertised in the "Argus" at that time that it had had 22 years of successful business.

Fred S. James & Co. were agents of the Connecticut Fire. John Naghten was general agent of the western department of the Commercial Fire of New York. William E. Rollo was western manager of the Girard Fire of Philadelphia. Edwin A. Simonds was western general agent of the City Fire of London. M. O. Brown as manager of the western department of the Westchester had a half page ad in this number of the "Argus." The Amazon of Cincinnati carried an advertisement in this number. Adolph Loeb was agent of the Pennsylvania of Pittsburgh. The American Exchange Fire of New York announced that it was paying its 37th dividend. The Clinton Fire of New York was paying its 64th dividend. The Phenix of Brooklyn was paying its 57th dividend.

CALVIN S. SMITH carried a half page as general agent of the Penn Mutual Life, which at that time had assets of $9,011,898 and surplus on the 4 percent basis of $1,307,702. On the 4½ percent basis the surplus was $1,786,808. It had insurance in force $41,521,675. C. J. Holden advertised as resident secretary of the Commercial Union with headquarters at Cincinnati. S. M. Moore & Co. were agents of the London & Provincial Fire. E. W. Lyman was general agent of the New York Alliance, Pacific and Bowery. J. Goodwin was agent of the Aetna, which at that time had a net surplus of $3,193,182, and assets of $9,054,610.

A. J. Harding was western general agent of the Springfield Fire & Marine, with C. E. Mantz as assistant general agent. It had capital $1,000,000, net surplus $378,866 and assets $2,395,288. W. H. Cunningham was general agent of the American Fire of Philadelphia, which had $400,000 capital and assets $1,712,532. The Aetna Life was a sizable company for those days, with Ira J. Mason as general agent in Chicago. It had assets $28,102,886 and surplus on the 4½ percent basis of $6,000,000. T. R. Burch was general agent of the Phenix of Brooklyn. J. M. Rogers was general agent of the Queen, while J. H. Morton Morris of Lexington, Ky., had a number of the southern states. W. G. Ferguson was western manager of the Lancashire.

IN this issue was a write-up of the Traders of Chicago, giving great credit to Gen. R. J. Smith as secretary for what he had accomplished. Its premium receipts the year before were $412,380, its losses $217,659, total income $457,308 and total expenditures including $50,000 dividends, $392,766. The net surplus was $361,831 and assets $1,165,378.

The "Argus" commended the Westchester for electing M. O. Brown, its western manager, as one of the directors.

Credit is given to the German American for making great progress. On Jan. 1, 1884, its assets were $4,065,968, while its net surplus, according to the "Argus," had reached the "astonishing figure of $1,685,010."

The "Argus" tells about the new building of the Home of New York to be erected at the corner of Adams and La Salle streets. The "Argus" announced that it would be at least six stories in height, and tile, iron and cement would be used in the construction. It was to be a thoroughly fireproof building and an ornament to the city, said the "Argus."

THOMAS S. CHARD, manager of the Fireman's Fund, was congratulated in this edition be-

Veteran Surety Man



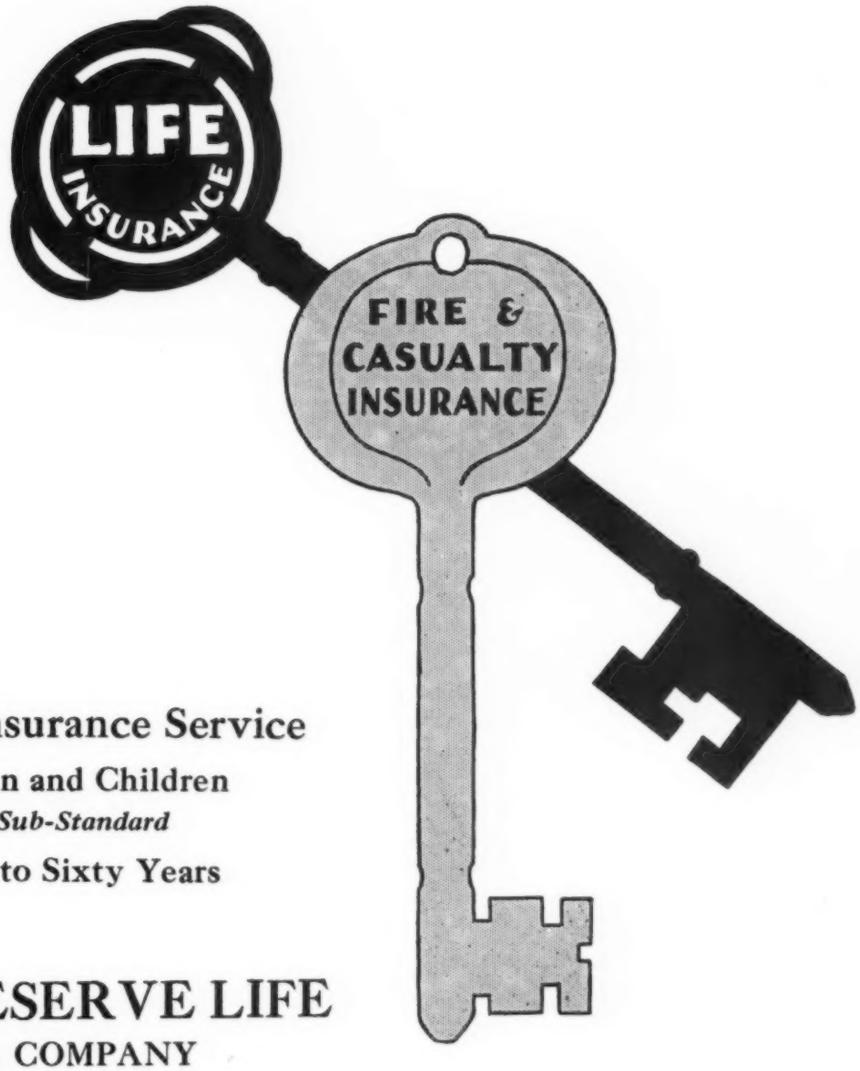
Oswald W. Huncke, head of O. W. Huncke & Co., Chicago managers for the Southern Surety, has been active in the surety field in Chicago for many years. He was a partner in the old firm of John McGillen & Co. After it dissolved he became general agent for the Southern Surety and has built up an important office.

cause of the success of that company, its income being $848,168. Its assets were $1,473,025 and its surplus $194,551. I. W. Holman, who was located at Erie, Pa., as assistant manager to J. F. Downing, was announced as having been appointed general agent of the British America.

R. W. Hosmer was elected president; Fred S. James, vice-president; James H. Moore, treasurer, and Thomas A. Bowden, secretary of the Chicago Board.

E. M. Teall was chosen presi-

Why Not *Both* Keys?



Complete Life Insurance Service

For Men, Women and Children

Standard and Sub-Standard

From One Day to Sixty Years

FEDERAL RESERVE LIFE
INSURANCE COMPANY

Home Office:
Kansas City, Kans.

Chicago Office:
3401 So. Michigan Ave.
Chicago, Ill.

E. W. MERRITT, Jr. - *President*

dent; George W. Montgomery, vice-president; O. W. Barrett, treasurer, and R. N. Trimingham, secretary of the Underwriters' Exchange Association. Adolph Loeb was elected a member.

C. E. Bliven of Toledo, O., it was announced, had added to his general agency business the Atlantic Fire of Providence and the North American of Boston.

M. O. Brown was congratulated because as western manager of the Westchester he had gotten its business in Illinois up to $60,000 a year, while $23,000 were paid in losses.

Charles E. Rollins was editor of the "Argus." He was the father of Charles E. Rollins, head of the Rollins-Burdick-Hunter Company of Chicago.

Eugene V. Munn was appointed general adjuster of the North America in 1895.

The Chicago Fire

"There are people who think that the first part of the history of the big Chicago fire of Oct. 9, 1871, (the kicking over the lamp by Mrs. O'Leary's cow that started the fire) is fiction, but everybody here at the time knew it to be a fact, and the first newspapers published after the catastrophe gave such account.

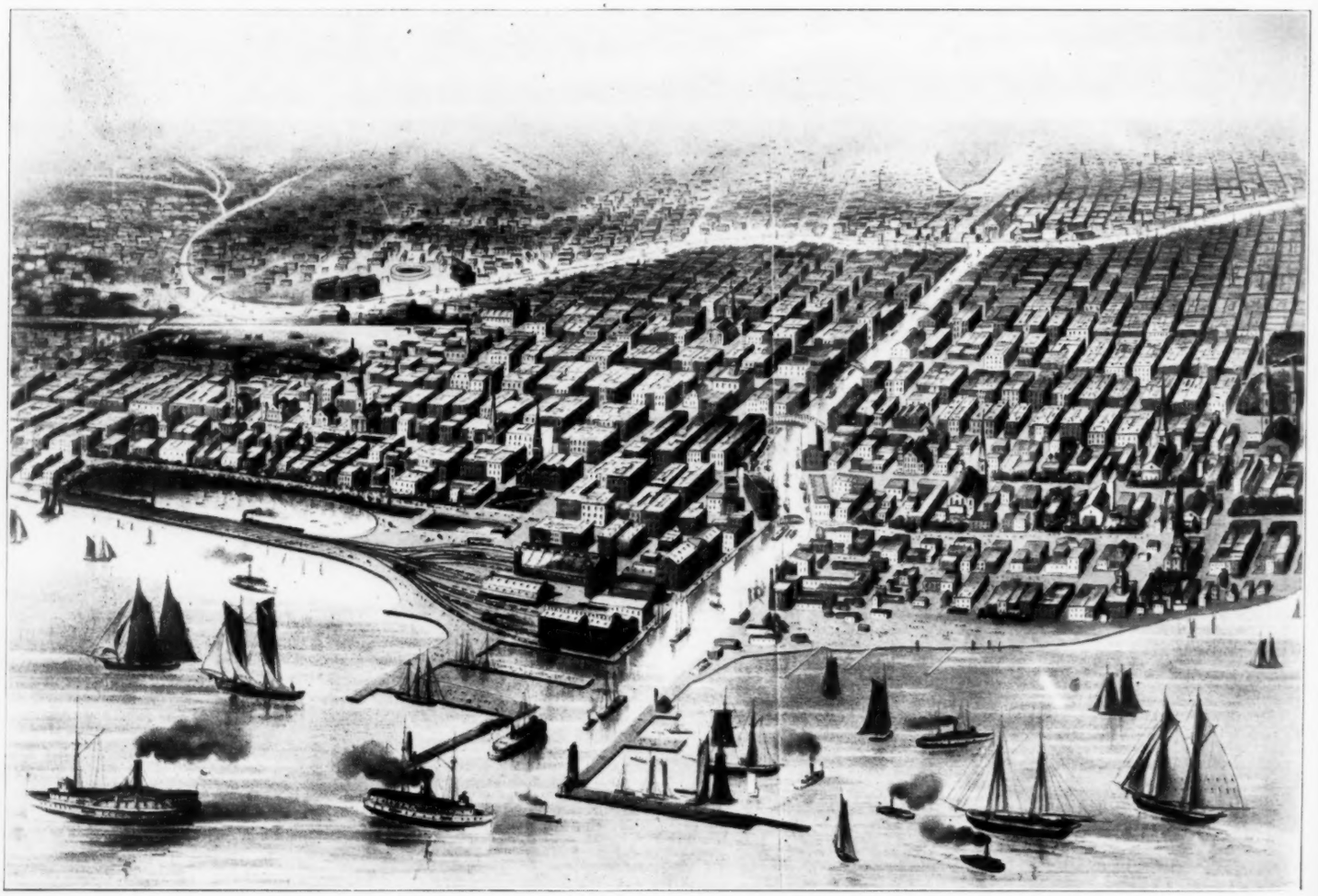
"The waterworks, for some reason or other, were put out of commission early that Monday morning, cutting off the supply, and to make matters worse, a strong southerly wind swept flame and smoke swiftly northward, taking everything in its path from about Twelfth street (jumping the river) to Fullerton avenue on the north, excepting the old Ogden home, which was in the center of the block now occupied by the Newberry Library. The old Lind Block, on Randolph street, at the river, also escaped destruction. It has been remodeled somewhat since then, but is still there.

"I recall, as a small boy, leaving our home on North Wells street with the family, as it was getting too risky to stay longer. Great crowds of humanity were surging northward along the streets, afoot and with all sorts of conveyances and vehicles; some were drawn by hand, loaded with all kinds of furniture—dogs and other pets with, or following, their masters. In other cases, I knew of some who buried their piano or winter's supply of coal and other belongings in pits in the back yard.

"Our folks had a couple of teams and saved at little of what was most necessary by moving to a place seven miles out in the country on the lake shore (wild then, but all built up now and inside the city limits). For a week the sky was brightly lit up for miles distant by the burning ruins. Relief from all over the country was very generously sent in, in the way of food and clothing. I got an overcoat from the relief station that occupied the Lincoln School, and it served me well against the cold winter that followed. The severe weather, however, did not stop building operations, which went rapidly on, and a new city quickly rose out of ashes—as if by magic." —*C. E. Jennings.*

James S. Gadsden, who was Chicago and Cook county general agent of the Aetna, adjusted its losses in the great fire of October, 1871. It had 1,808 losses. He continued as general adjuster until October, 1885, when he became general agent.

CHICAGO AS IT APPEARED JUST BEFORE THE FIRE IN 1871



This is the best available picture showing Chicago as it appeared just before the time of the fire in 1871. Virtually all of the buildings shown in this picture were destroyed by the fire. As will be seen, Chicago was at that time pretty much of a frontier town, made up of rather poorly constructed buildings. From a physical standpoint the city exhibited a few years after the fire a greatly improved appearance. Buildings of a permanent character were constructed to replace the old flimsy structures that had largely made up the city's business section prior to 1871.

—Picture courtesy Chicago Historical Society

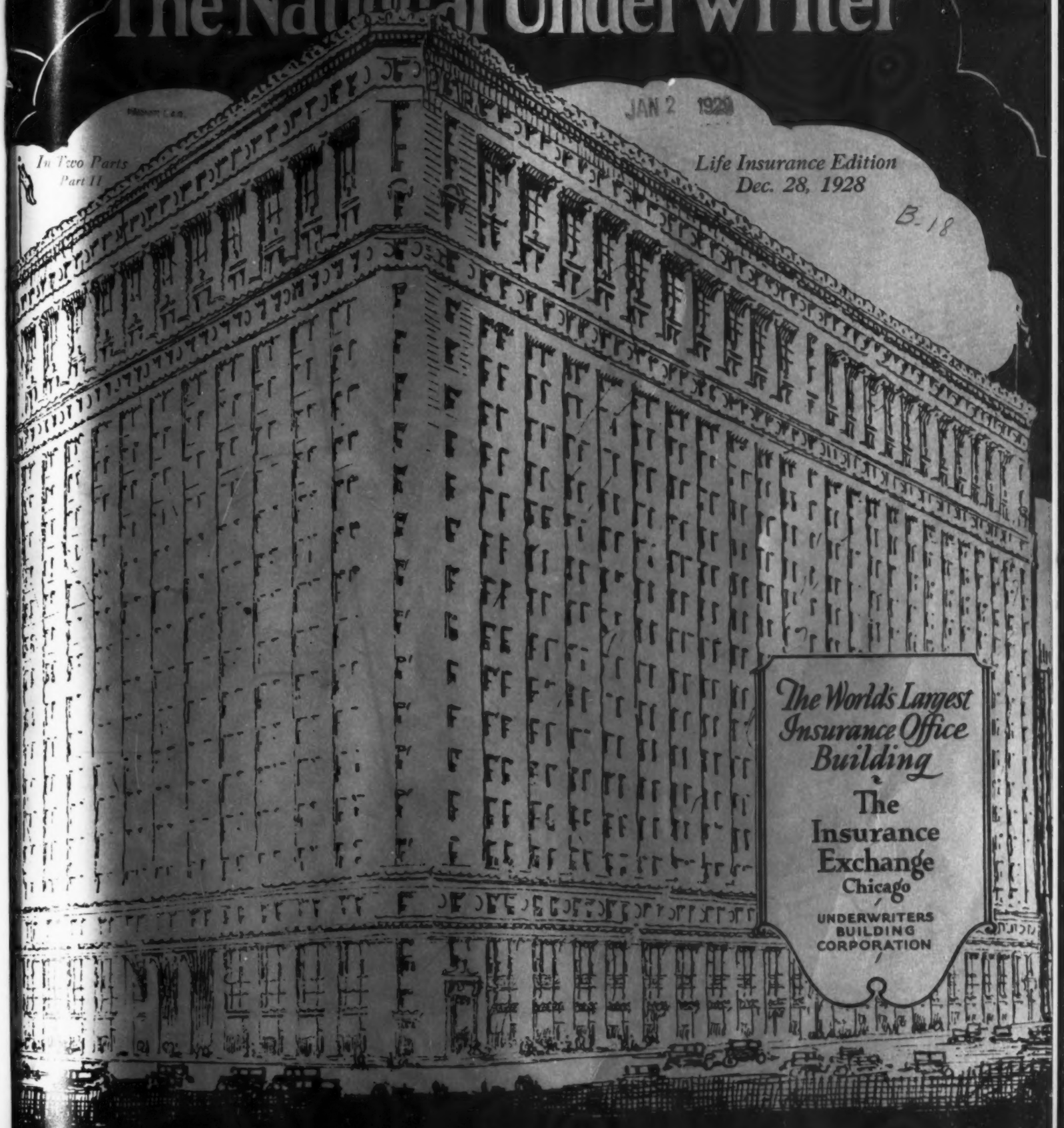
The National Underwriter

JAN 2 1929

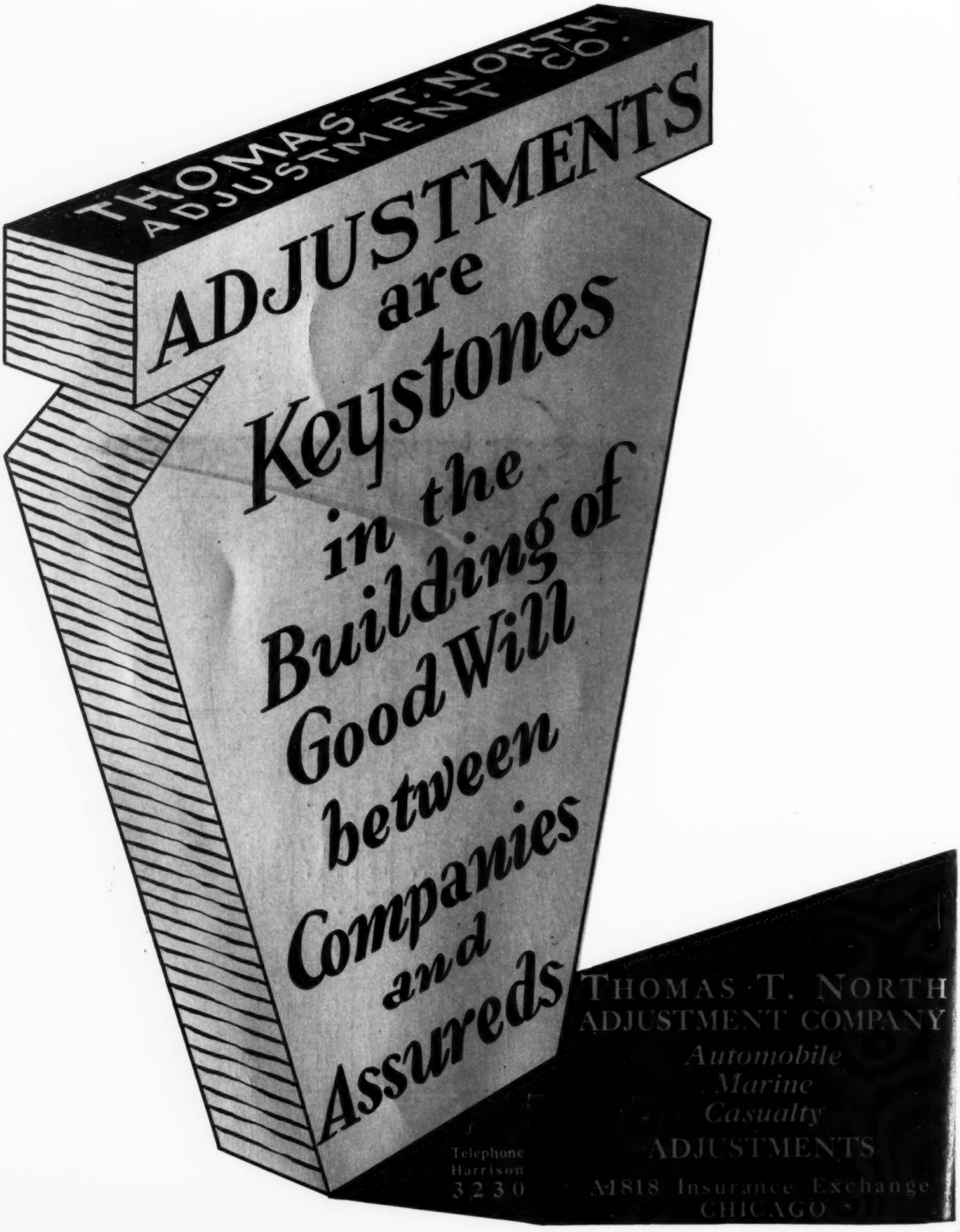
In Two Parts
Part II

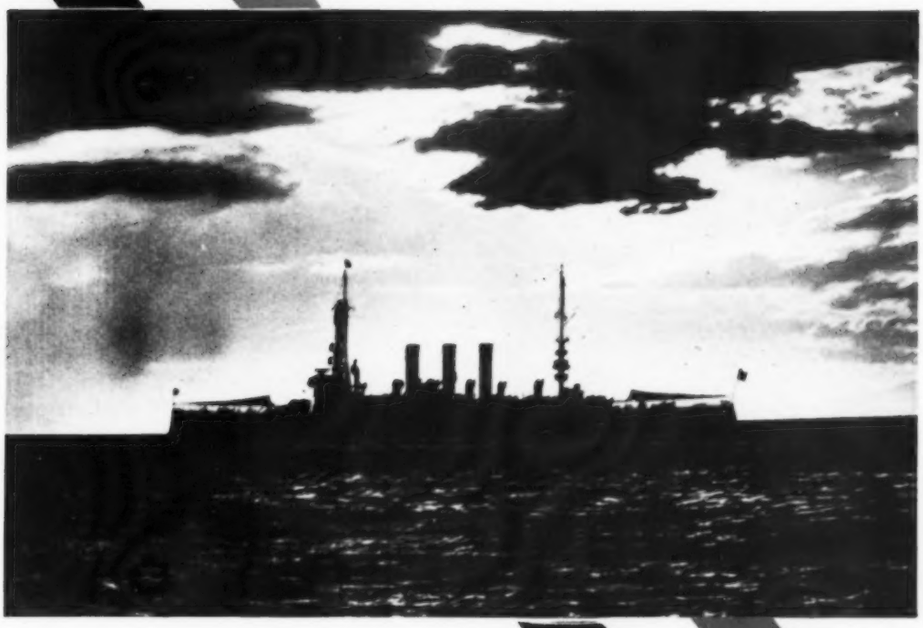
Life Insurance Edition
Dec. 28, 1928

B-18



CHICAGO HISTORICAL AND INSURANCE EXCHANGE NUMBER


THOMAS T. NORTH
ADJUSTMENT CO.
ADJUSTMENTS
are
Keystones
in the
Building of
Good Will
between
Companies
and
Assureds
THOMAS T. NORTH
ADJUSTMENT COMPANY
Automobile
Marine
Casualty
ADJUSTMENTS
A-1818 Insurance Exchange
CHICAGO
Telephone
Harrison
3230



"First Line" Protection!

Just as the Nation depends upon the "First Line" of the navy in times of trouble—so does America depend upon Insurance for Protection against property losses.

As one of Chicago's largest and oldest Insurance Agencies, Moore, Case, Lyman & Hubbard have for many years furnished this city with dependable insurance protection. We like to feel that Moore, Case, Lyman & Hubbard is an integral part of that "First Line" upon which Chicago depends for her insurance protection.

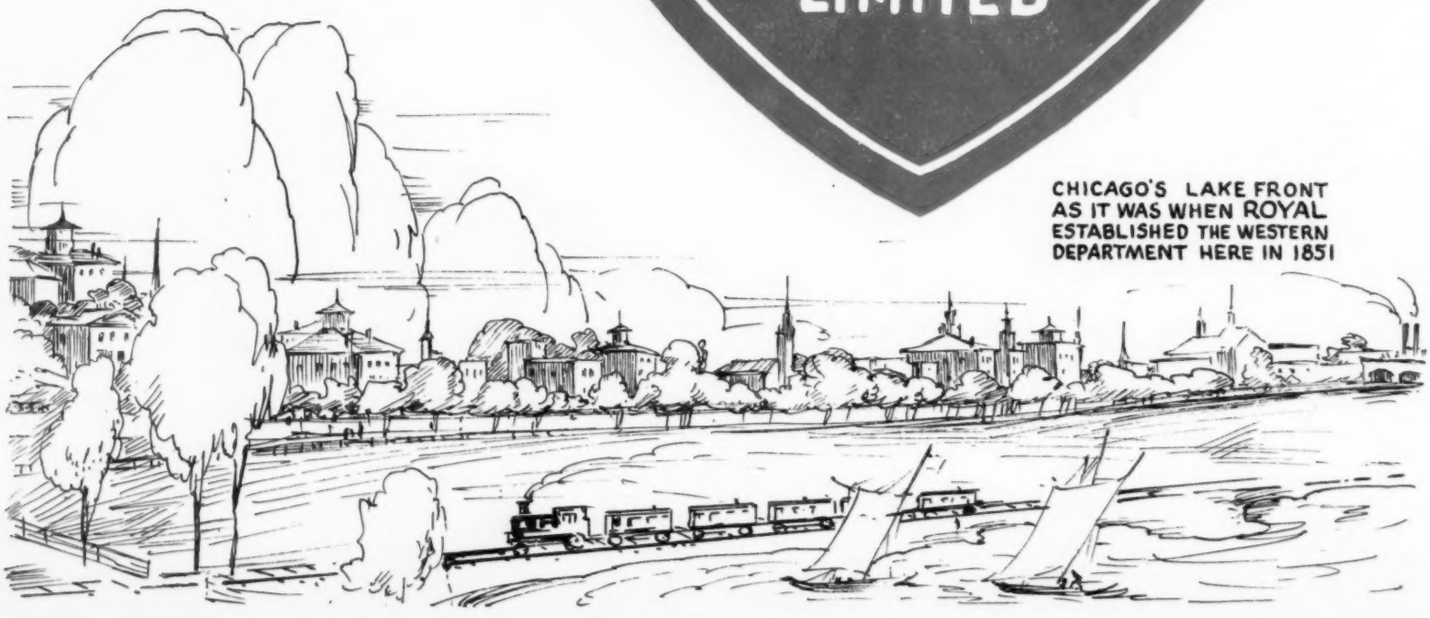
MOORE, CASE, LYMAN & HUBBARD

1625 INSURANCE EXCHANGE

CHICAGO, ILLINOIS

A
Western Department
that has
Grown Up
with
Chicago.
Elwin W. Law
Manager

ROYAL
INSURANCE
COMPANY
LIMITED



CHICAGO'S LAKE FRONT
AS IT WAS WHEN ROYAL
ESTABLISHED THE WESTERN
DEPARTMENT HERE IN 1851



Tried

by the conflagrations of 65 years ~

FIREMAN'S FUND

INSURANCE COMPANY

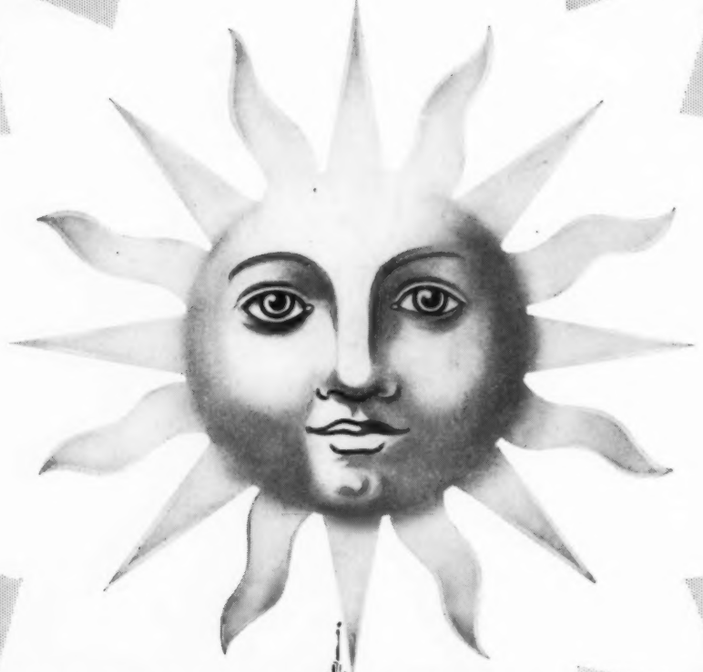
San Francisco — *California*

Western Department
33 S. Clark St. Chicago
W. A. Chapman ~ Mgr.

Atlantic Marine Department
Chicago Branch
164 West Jackson Blvd.

Established 1710

THE OLDEST FIRE INSURANCE COMPANY IN THE WORLD



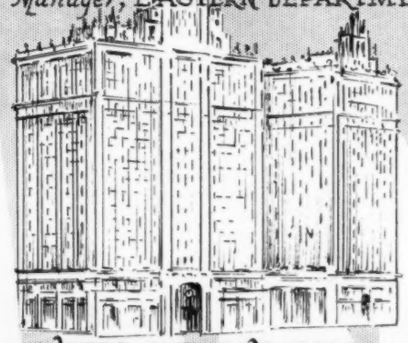
SUN INSURANCE OFFICE

LIMITED

of LONDON

UNITED STATES BRANCH ~ NEW YORK

O. TREGASKIS, *Manager*, EASTERN DEPARTMENT.



WESTERN DEPARTMENT
CHICAGO.
JOHN F. STAFFORD
Manager

PACIFIC DEPARTMENT
SAN FRANCISCO.
C. A. HENRY.
Gen'l. Agent

WHERE THE SUN HOLDS FORTH IN CHICAGO.

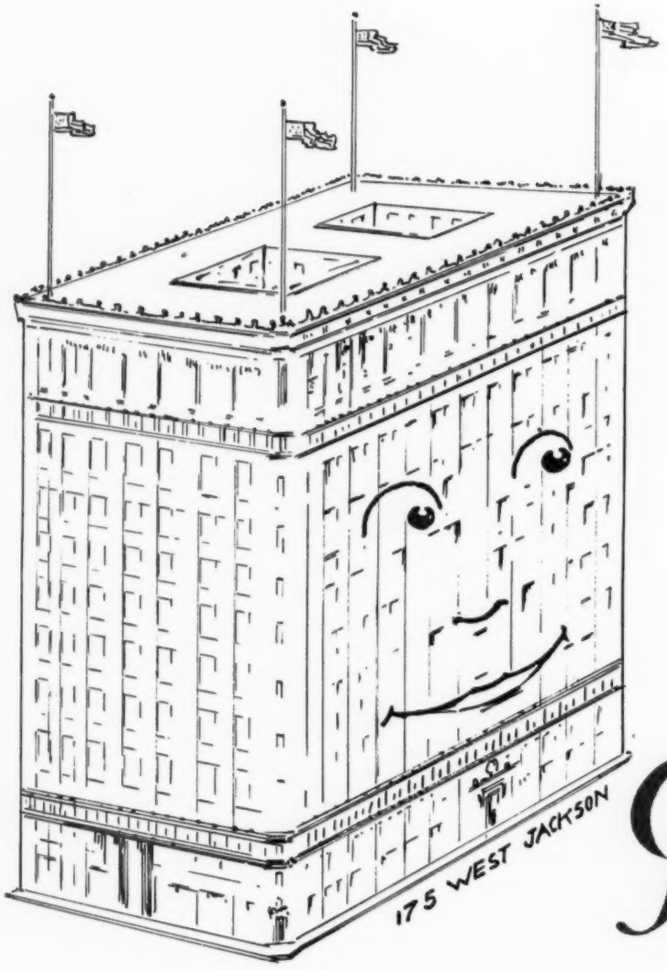


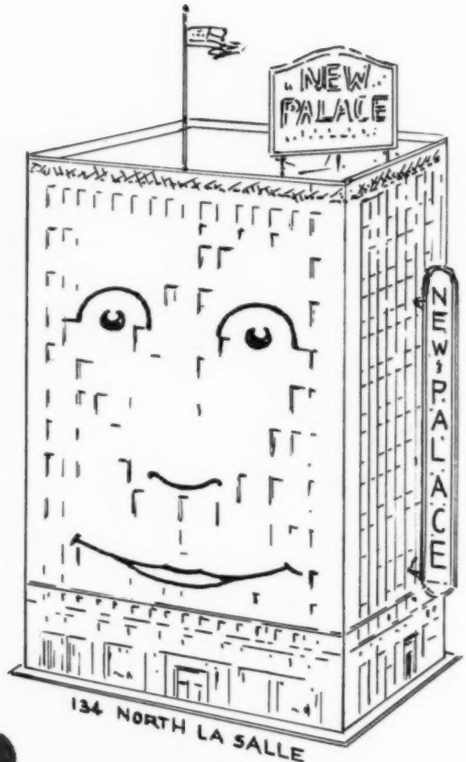
Illinois' Own

The Central Life Insurance Company of Illinois is an Illinois institution organized and managed by Illinoisians. From a modest beginning in 1907 at Ottawa, Illinois, it has progressed at a steady rate of growth and it can now point with pardonable pride to both its $58,269,539 insurance in force and its magnificent home office on Michigan Avenue. We would like to hear from men looking for a substantial, friendly company.

CENTRAL LIFE INSURANCE CO.
Of Illinois

720 N. Michigan Ave.
Chicago





If Buildings Could Talk



"134 North LaSalle" **Congratulations on your successful completion "Insurance Exchange." You are now the largest insurance building in the World.**

"Insurance Exchange" **You are to be congratulated, too, old top on providing such up-to-date quarters for that Company which provides such attractive Life Insurance Agency Contracts *The Security Life*.**

Security Life
INSURANCE COMPANY *of America*

134 NORTH LA SALLE ST., CHICAGO

O. W. Johnson, President

"INDEPENDENCE FOR DEPENDANTS"

Many Chicagos have burned since 1871.

THE $196,000,000 that went up in flames on that spectacular October night fifty-seven years ago is but a fraction of the terrifying total of the toll that the hellion fire has levied on the pocket book of America. Yet the greater part of this loss could have been avoided, for it is an established fact that 75-90% of all fires are preventable. The part that the Hartford Fire Insurance Company is playing in combating fire's relentless onslaught against American homes and business is graphically portrayed to the nation by Hartford's national advertising.

This effort naturally gives the Hartford agent a particular and advantageous place in the public mind.



HARTFORD FIRE INSURANCE CO.

HARTFORD - - - - - - - - - CONN.

WESTERN DEPARTMENT
410 North Michigan Avenue
Chicago, Ill.
A. G. DUGAN, Manager

The

ATLAS MOVES



ESTABLISHED — 1808

Since entering the United States in 1886 the Atlas has been constantly on the move to anticipate the needs of its growing agency force. The recent removal of the Western Department to larger and more comodious quarters on the Sixteenth floor of the Insurance Exchange is a move consistent with this policy.

ATLAS

ASSURANCE COMPANY, LIMITED OF LONDON

Western Department

A-1625 Insurance Exchange

Chicago

E. M. Schoen
General Agent

Ronald R. Martin
United States Manager

HEARD IN THE NEW INSURANCE EXCHANGE

Bill— ***"What's Jim doing these days?"***



Jack— "Why, haven't you heard?"

Bill— "No. The last I heard of Jim he was figuring on making a change. His heart was set on getting a real general agency contract with some good life insurance company, but you know as well as I do that those days are gone. Old-fashioned general agency contracts are 'as scarce as hen's teeth'."

Jack— "That's just where you're wrong, Bill. That's exactly the kind Jim got, and believe me, he's 'hitting the ball' in great style. Got four men in his agency now and he's just started."

Bill— "Well, bless my soul, if that isn't Jim all over. He'd get the best proposition in town if it was hid under the First National Bank. Where did he get it?"

Jack— "Mutual Trust, and Jim tells me there's more of them to be had if a man can just prove he's got the stuff in him."

If you are a man of proven worth, anxious to get a business of your own and grow with a real Company where the men at the top are men just like yourself who have climbed the ladder, just drop us a line. That's all "Jim" did.

MUTUAL TRUST LIFE INSURANCE COMPANY

77 West Washington Street—Chicago, Illinois

EDWIN A. OLSON, *President* CARL A. PETERSON, *Vice-President*

***Send for Your Copy of* "CHOOSING A COMPANY"**

Chicago's 1st Fire Insurance Policy was written in 1834 by ÆTNA (FIRE)



The Dean of Chicago Underwriters

GURDON S. HUBBARD

Gurdon S. Hubbard, who, as the first Chicago agent for Aetna wrote the first insurance policy ever issued in Chicago. This policy was on Exhibition in the Chicago Historical Library until destroyed in the fire of 1871.

CHICAGO in 1834—its town charter but a year old, still a tiny settlement clustered around Fort Dearborn . . . it was in that year the Aetna wrote the first Fire Insurance policy ever taken out in the city.

Thus for 94 years the Aetna has been rendering Chicago a complete Fire Insurance Service. Since that time the scope of Aetna service has been widened to include almost every form of casualty and surety protection. Today with its Allied Companies—The World Fire & Marine Insurance and the Century Indemnity, the Aetna Fire group of companies are known the world over for strength and dependability in service to agent and policyholder alike.

ÆTNA INSURANCE CO.

THE WORLD FIRE & MARINE INSURANCE CO.

THE CENTURY INDEMNITY CO.

THE AETNA FIRE GROUP

WESTERN DEPARTMENTS—CHICAGO, ILLINOIS

AETNA and WORLD
W. N. ACHENBACH,
Manager
410 N. Michigan Avenue

COOK COUNTY DEPT.
FRED J. SAUTER, Manager
175 West Jackson Boulevard

THE CENTURY
G. F. GEHRKE,
Resident Manager
175 West Jackson Boulevard

1900 Vision 1928



When the Federal Life Insurance Company erected its twelve story white tile office building at the gateway to the North Side it was indeed a "noble experiment" because the proposed widening and development of Michigan Avenue and the construction of the famous double decked bascule bridge was at that time only a vision—but a vision which has since been more than fulfilled.

The above photograph was taken soon after the building was completed—the huge electric sign on the roof was facing south because there was nothing at the north to face but a narrow cobble stone street lined on both sides with commission houses and little traffic except horse drawn wagons loaded with vegetables, groceries and sacks of newly roasted coffee.

At first it was not an easy matter to attract desirable tenants to such a location but that soon changed. Today more than half of the space is needed by the Company for its hundreds of employees and the necessity of adding the additional four or five stories for which the building's foundation was designed is becoming apparent.

Today there are towering skyscrapers on all sides with more in the course of construction and soon there will not be an old building between the Public Library and the bridge. North to the Drake Hotel one land mark after another has disappeared to be replaced by magnificent structures of which the Wrigley Building, The Tribune Tower, the Medinah Athletic Club are striking examples. And the end is not yet.

The Federal Life organization is proud of its Chief Executive, Isaac Miller Hamilton, who has served as President since the Company was organized—his wisdom and foresight justifies the old saying of Ralph Waldo Emerson that "an institution is but the lengthened shadow of a man." It was his vision that resulted in the choice of location and the development of the most extensively advertised insurance company in America. Its life insurance in force increasing from $57,000,000 at the close of 1925 to nearly $140,000,000 at the close of 1928 — Assets exceeding Eleven Million dollars and Accident and Health premium income of nearly Four Million dollars.

Men of vision and foresight are gravitating to and growing with the Federal —

FEDERAL LIFE INSURANCE COMPANY

Isaac Miller Hamilton, President

168 North Michigan Ave., Chicago, Illinois

Assets Over $11,500,000 ***Established 29 Years***



"AMERICA FORE"



"AMERICA FORE" in Chicago

THE extraordinary rise to leadership of the "America Fore" Group of Fire Insurance Companies in Chicago parallels the amazing growth of that great City itself.

Seventy-five years ago The Continental and the Fidelity-Phenix (originally the Phenix of Brooklyn) each wrote their first policy of insurance.

Today, because of the quality of service rendered and the financial strength back of every policy issued, the "America Fore" Companies stand high in the regard of insurance men and the public alike.

A cordial welcome awaits insurance agents at the "America Fore" Building, 844 Rush Street, Chicago. We would like to tell you how you can progress and profit with the companies of the "America Fore" Group.





"AMERICA FORE"

AMERICAN EAGLE FIDELITY-PHENIX
The CONTINENTAL FIRST AMERICAN
FIRE INSURANCE COMPANIES
Eighty Maiden Lane, New York, N.Y.

ERNEST STURM, Chairman of the Boards
PAUL L. HAID, President

Western Dept.: 844 Rush St., Chicago, Ill.
J. R. Wilbur, Vice President



"AMERICA FORE"

NEW YORK - SAN FRANCISCO DALLAS - MONTREAL

for Men who are Looking *Ahead*





GROWTH!

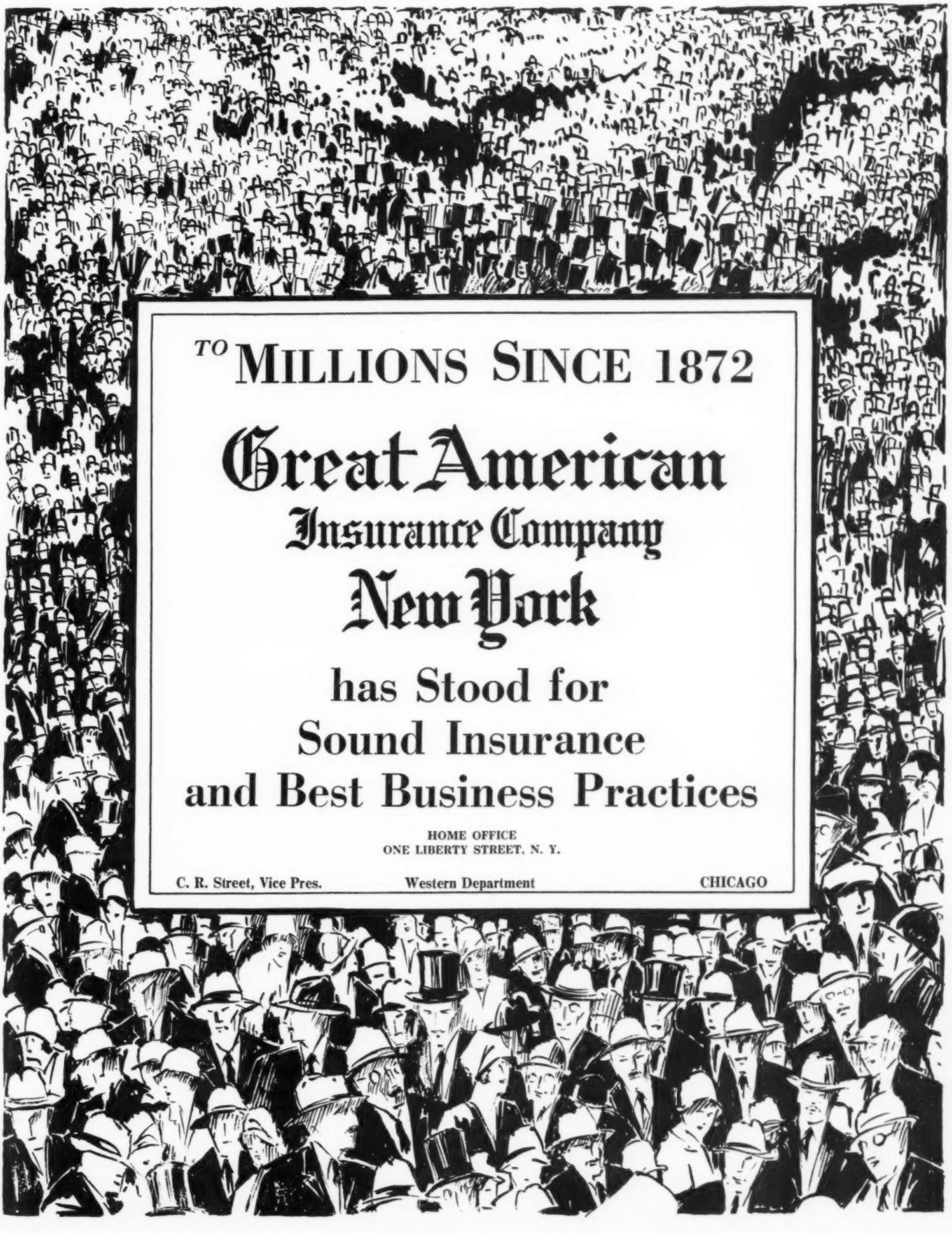
5000% increase in Premium Income in 28 Years

From less than a million to over $42,000,000 in premium income in 28 years. From comparative obscurity to a position in the front rank of Casualty companies! That is what good management, loyal agents, a spirit of "Conservative Progress" and the ability to give prompt service to claimants has done for this company.

CHICAGO OFFICE
ILLINOIS MERCHANTS BANK BLDG.
W. O. Schilling, Mgr.

UNITED STATES
FIDELITY & GUARANTY CO.

Baltimore, ***Maryland***


TO MILLIONS SINCE 1872
Great American
Insurance Company
New York
has Stood for
Sound Insurance
and Best Business Practices
HOME OFFICE
ONE LIBERTY STREET, N. Y.
C. R. Street, Vice Pres.
Western Department
CHICAGO



to *Aid* the *Insurance Man*

Installation of Automatic Sprinklers is now a recognized means of cementing the Goodwill of a client to a particular agency.

Grinnell Company works shoulder to shoulder with progressive agents who are serving their assureds by endeavoring to have them install Automatic Sprinklers.

This cooperation includes engineering consultation, estimates, proposals and an attractive deferred payment plan.

There is no cost to the agent for these services. Write for interesting literature on this proven way of Building an Insurance Agency reputation.

GRINNELL COMPANY., Inc.

222 WEST ADAMS STREET
CHICAGO

THEODORE FERTIG
Western District Manager

UNITED STATES CASUALTY COMPANY

OF NEW YORK

EDSON S. LOTT, President



ELDREDGE, CAROLAN, GRAHAM AND CLEARY

Resident Managers

175 West Jackson Boulevard

Chicago, Ill.

We take pleasure in announcing that the firm of Eldredge, Carolan, Graham and Cleary, is carrying on a representation of the United States Casualty Company that has continued without interruption since 1895, at which time Mr. Charles H. Eldredge became associated with the Company.



He's Wondering *How they'll manage*

Every real, red blooded man is interested in the future welfare and protection of his family. He wants them to have all of the comforts of life with which he can surround them. He would like to feel assured that whatever happens to him *they* will be taken care of.

Most men know that Life Insurance offers the one best and surest solution of their problem - - but they do not "buy" - - they have to be "sold". And it takes a real salesman to sell them.

Selling life insurance is not merely laying a policy before a man and asking for his signature on the dotted line. Life Insurance selling is a profession. It requires careful preparation, a thorough knowledge of the business, a keen understanding of human nature and an ability to quickly analyze human needs.

This Company is greatly interested in this type of salesmanship. We credit a large part of our splendid success and rapid growth to the constantly increasing number of *real salesmen* in our field organization. We have need for more such men.

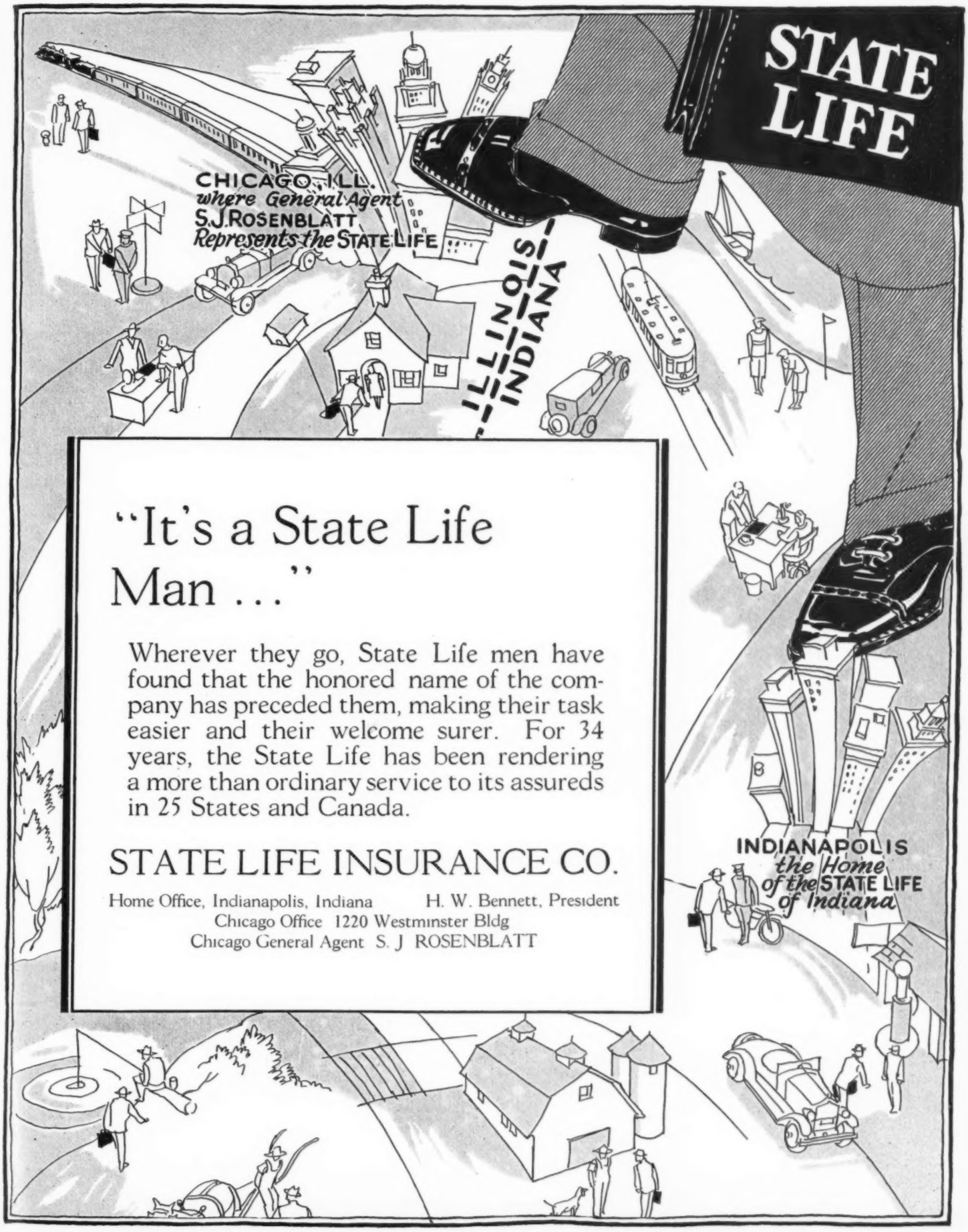
$1,140,000,000.00
Insurance in Force

Largest Life Insurance Company West of Mississippi River and 14th among the more than 350 Legal Reserve Life Companies of the United States.

Operating in 40 States—Branch Offices and General Agencies in practically all important centers.

MISSOURI STATE LIFE INSURANCE COMPANY

HILLSMAN TAYLOR, President — HOME OFFICE, ST. LOUIS

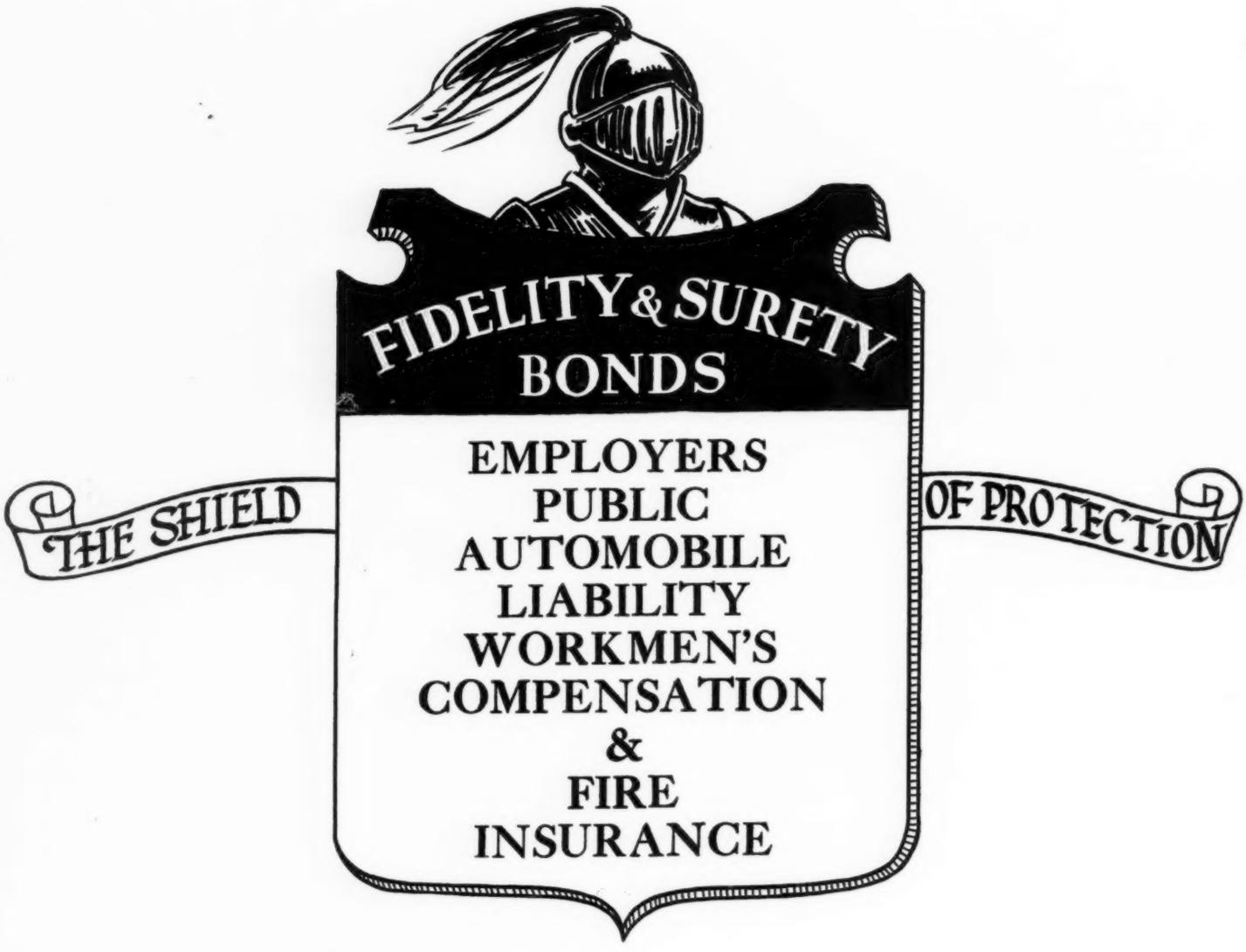


"It's a State Life Man . . ."

Wherever they go, State Life men have found that the honored name of the company has preceded them, making their task easier and their welcome surer. For 34 years, the State Life has been rendering a more than ordinary service to its assureds in 25 States and Canada.

STATE LIFE INSURANCE CO.

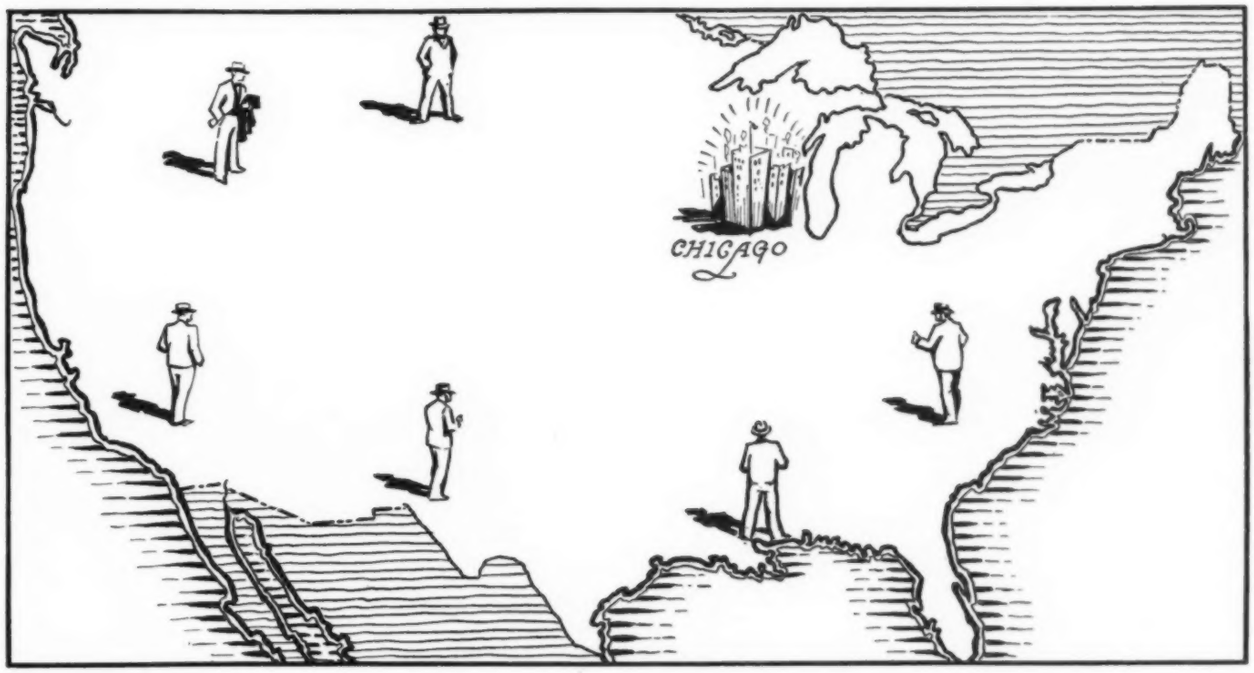
Home Office, Indianapolis, Indiana H. W. Bennett, President
Chicago Office 1220 Westminster Bldg
Chicago General Agent S. J ROSENBLATT



O. W. HUNCKE & CO.

GENERAL AGENTS

PERSPECTIVE



Objects or events, viewed from a distance, assume their true size and importance. Years ago Phoenix officials, along with countless others, perceived Chicago's certain eminence in the business world. Fitting action to their belief, the Phoenix Indemnity Company established its Western Department in Chicago.

The fully equipped office of the Phoenix in Chicago, functions in a manner which extends the reputation of the Company for Quality Insurance. It is here that agents, who are painstakingly selective, find what they want.

With those who see Chicago in perspective, we prophesy a future eclipsing the present and past. Our pledge to the insurance men of Chicago, and her surrounding territory, is that the Phoenix business policy and performance always will be maintained.

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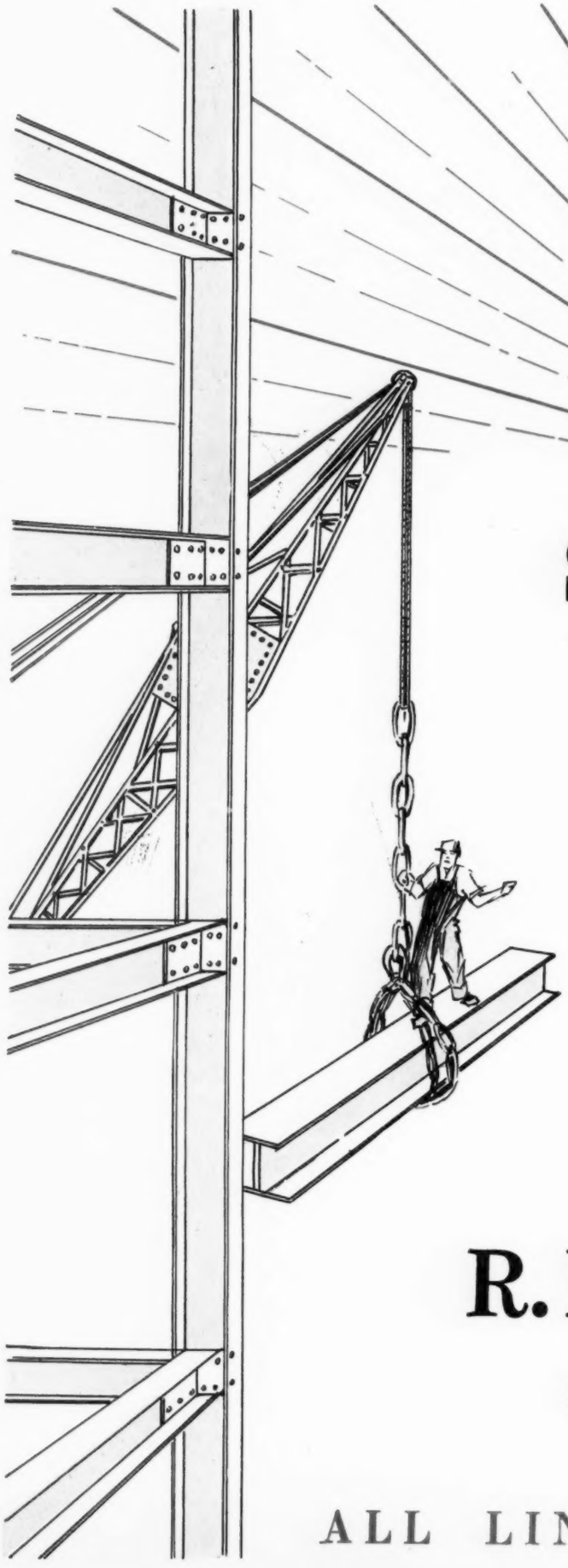
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BROOKLYN FIRE INS. CO., NEW YORK, N. Y.
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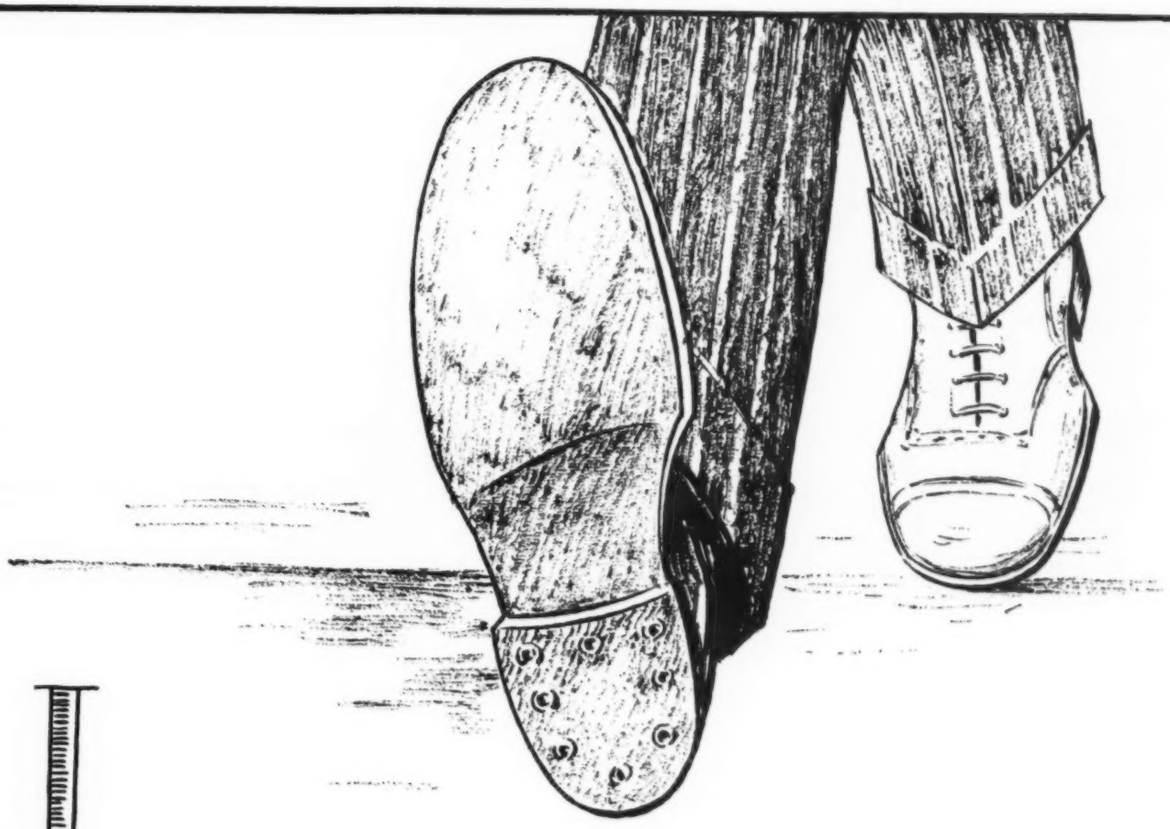
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[FROM AN EARLY REPORT OF THE
FIRST PRESIDENT OF THE HOME LIFE



In the year Abraham Lincoln was nominated for President at the Republican Convention in Chicago the Home Life entered Illinois. 1860

WHEN the first President of the Home Life made this statement, he was not unmindful of the interests of the Home Life Agents. For when the policyholders' interests are well served the agents' interests are likewise well served. Recognition of this general proposition came early in the history of the Home Life and our position today is identical with that of the founders of the company.

It is in carrying out this purpose that we offer to agents this well defined long time program of development consisting of—

1st. Specialization on the larger and more desirable risks through our Preferred Life Plan and offering to this group the unusual savings to which this plan of operation entitled them.

2nd. The building of a high type of sales organization capable of dealing with the business and professional men who make up this Preferred group.

3rd. The training through personal instruction and group conferences of our Managers and General Agents in the essentials of sales management so they may successfully recruit and train this better class of salesmen.

We believe this program will not only secure the continued sound growth of the Company but creates *a most unusual opportunity* for those associated with it.

HOME LIFE INSURANCE CO.

Ethelbert Ide Low, President
156 BROADWAY, NEW YORK CITY

John J. Gordon
Manager for Chicago
120 SO. LA SALLE ST.
CHICAGO



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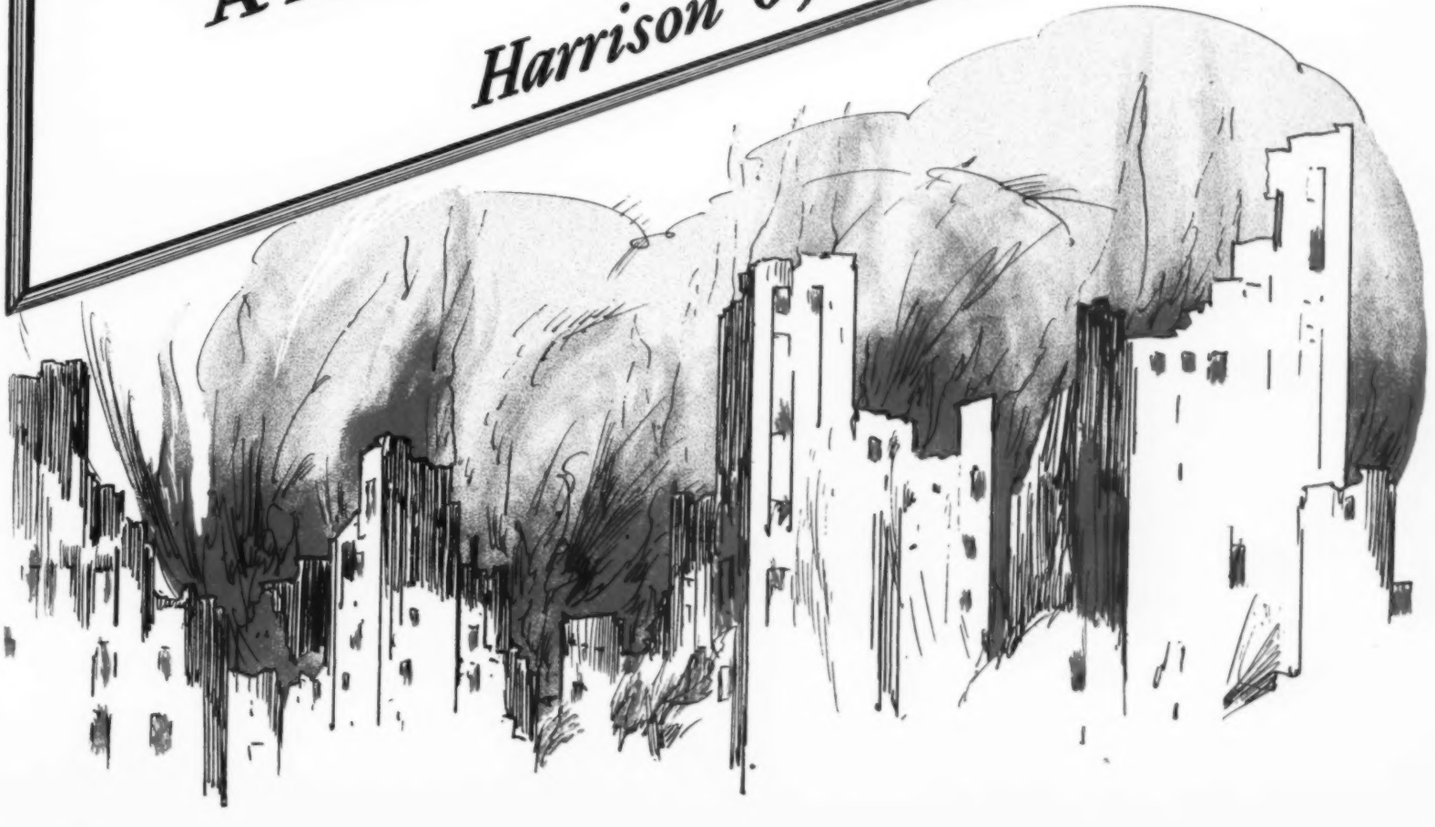
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Chicago

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THE PROTECTING CIRCLE

The Chicago Board of Underwriters is a public service institution. It was founded in 1847 by fire insurance companies and their agents to reduce fire hazards for the protection of life and property.

For eighty years the Board has rendered valu- able service to Chicago and Cook County. Through a trained technical staff it has guided architects, engineers and builders in fire prevention and protection. Our program is one of public improvement, carried on impartially and with benefit to every citizen of Chicago and Cook County

To decrease smoke and water damage at fires, the Board maintains nine Fire Insurance Patrols, co-operating with the Chicago Fire Department at all large fires. Insured and uninsured property is protected with equal zeal—the Patrol worked at 14,000 fires last year for your protection.

You can co-operate with us in our campaign by seeing that factory, store and home are safe from fire We will help you, if requested to do so.



"The Protecting Circle"

THE CHICAGO BOARD OF UNDERWRITERS OF CHICAGO

175 W. Jackson Street, Chicago



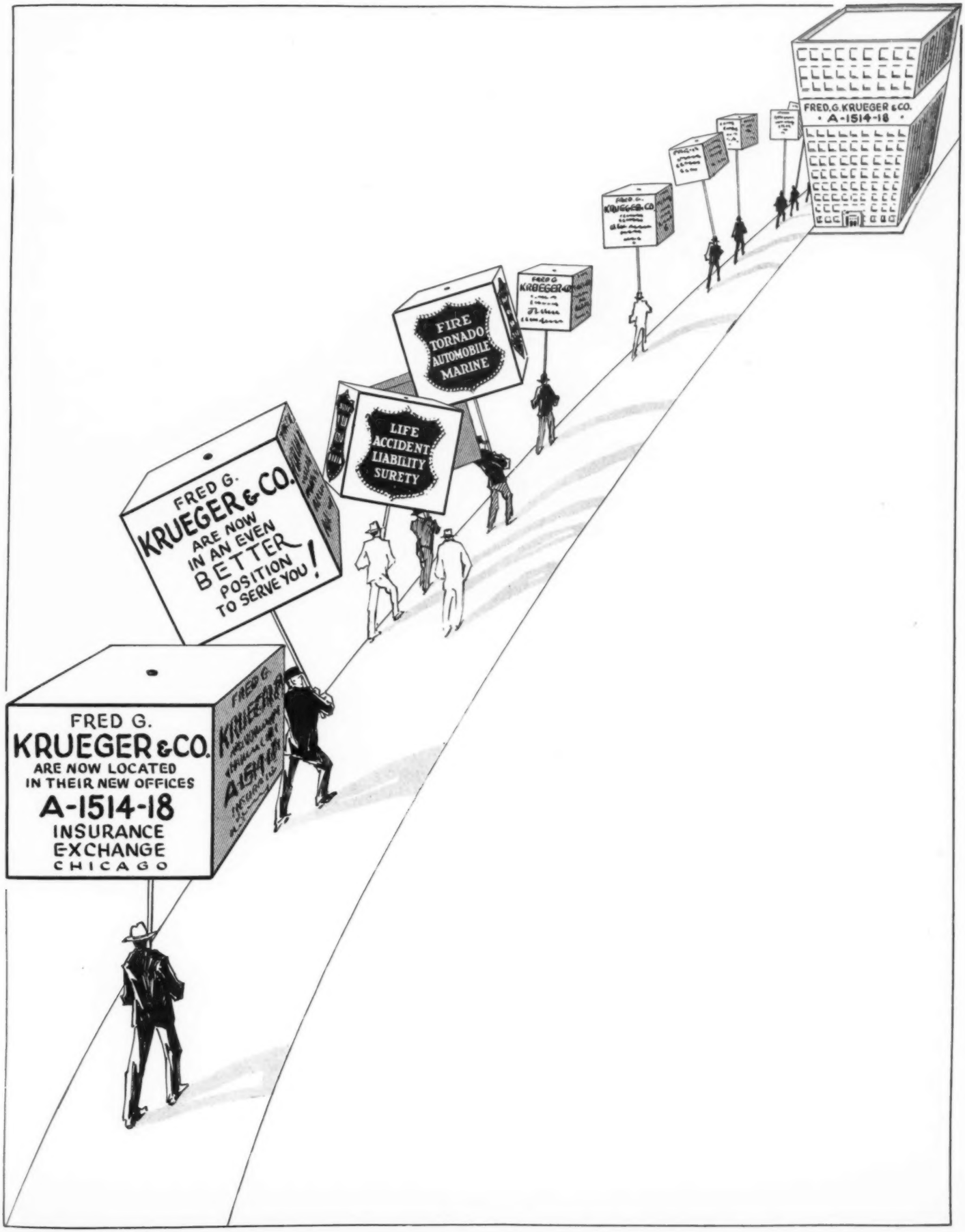
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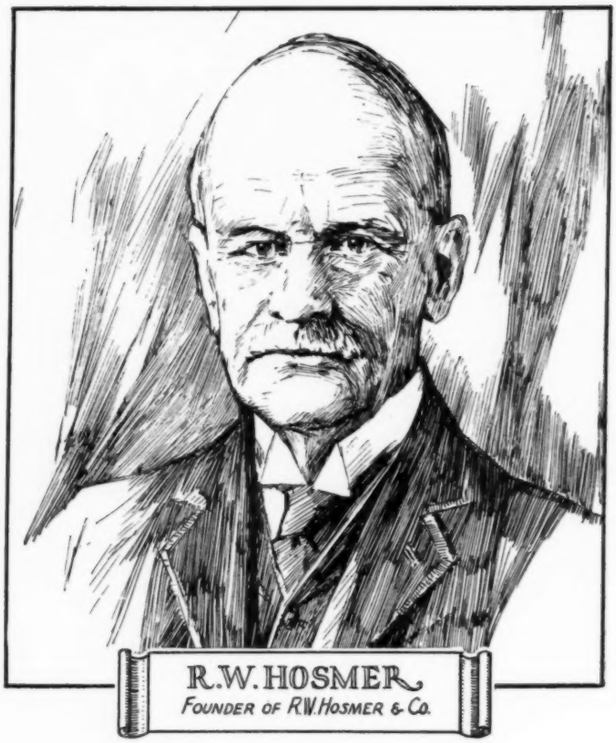
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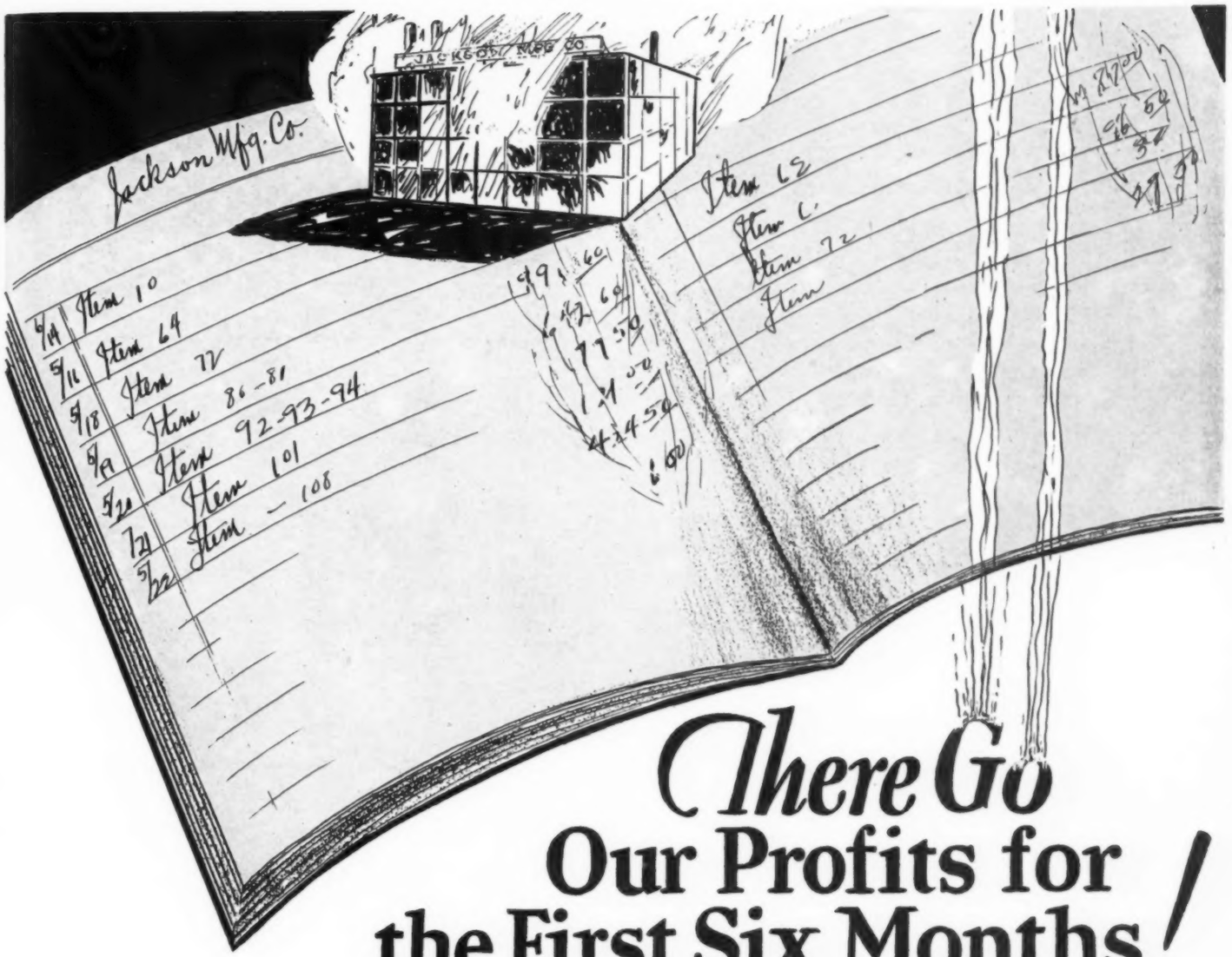
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ASSETS, $719,341
CONNECTICUT FIRE INSURANCE CO OF HARTFORD.
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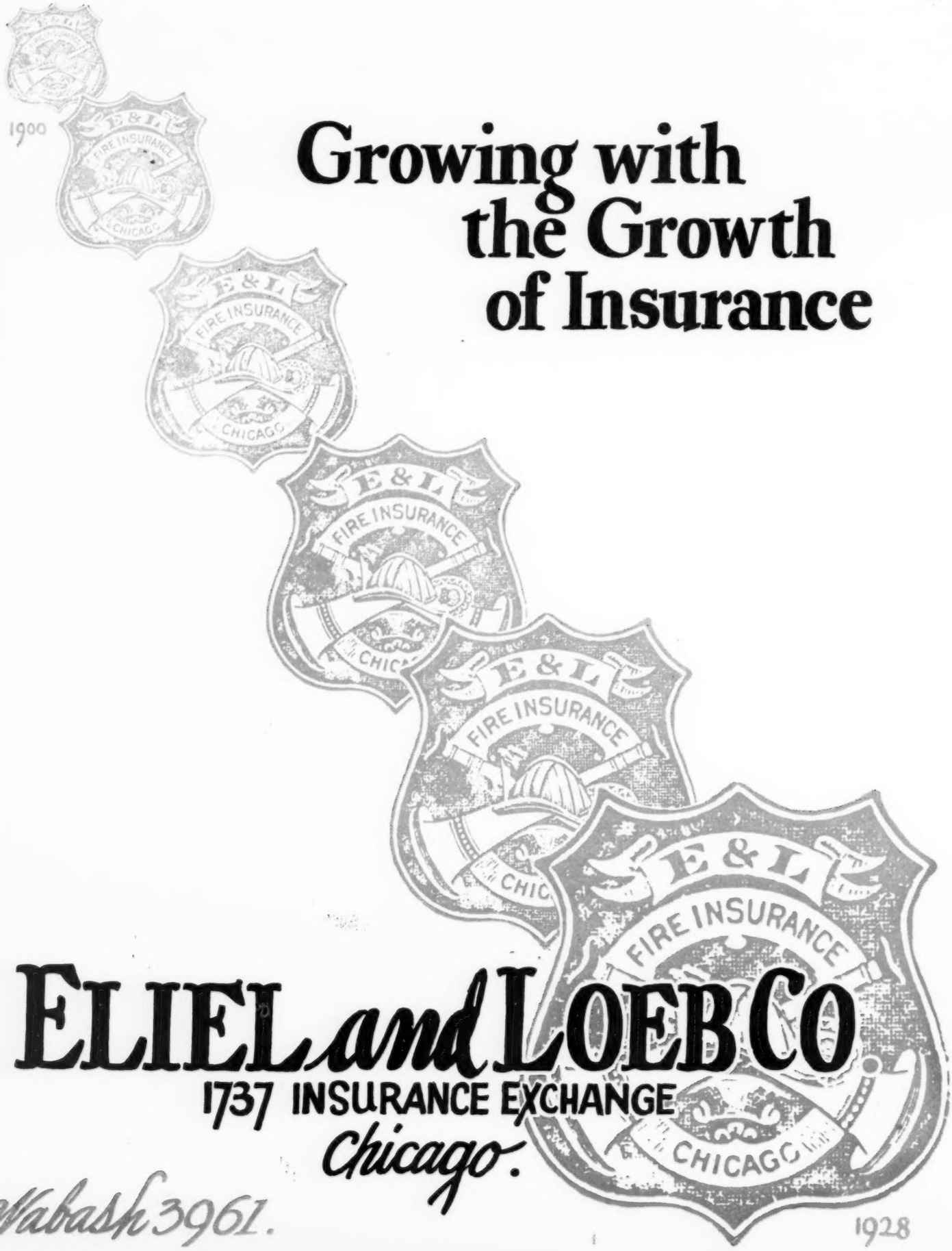
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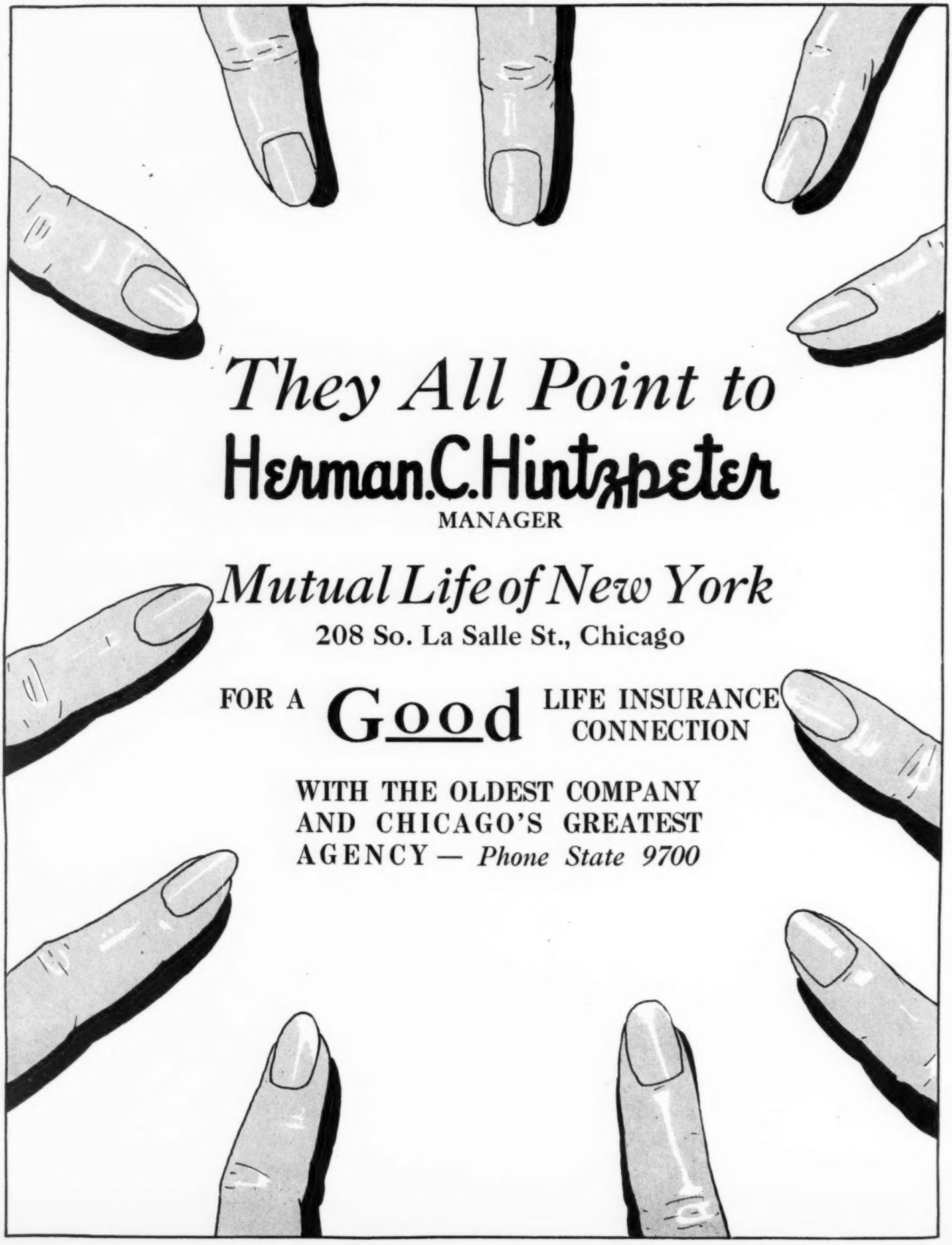
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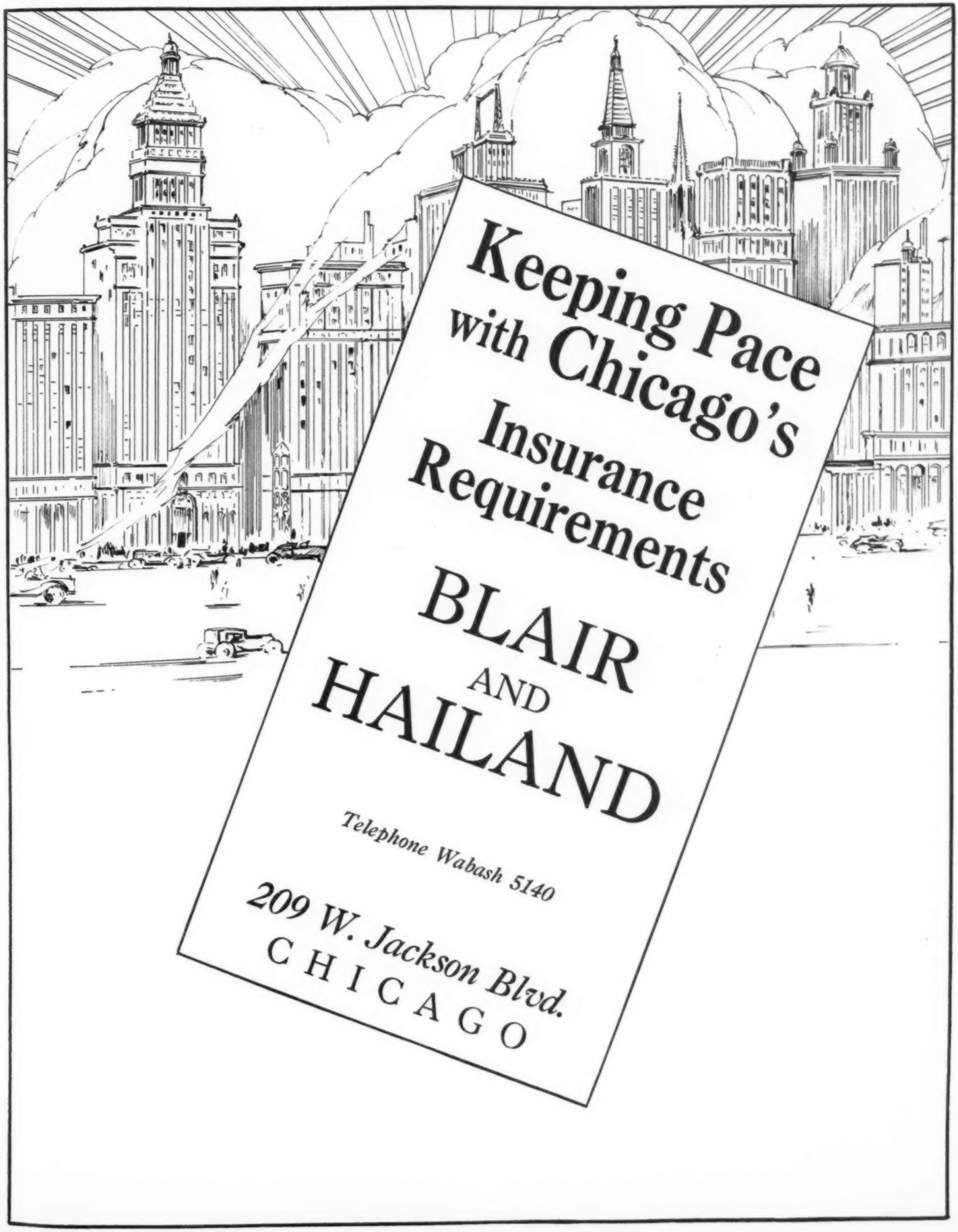
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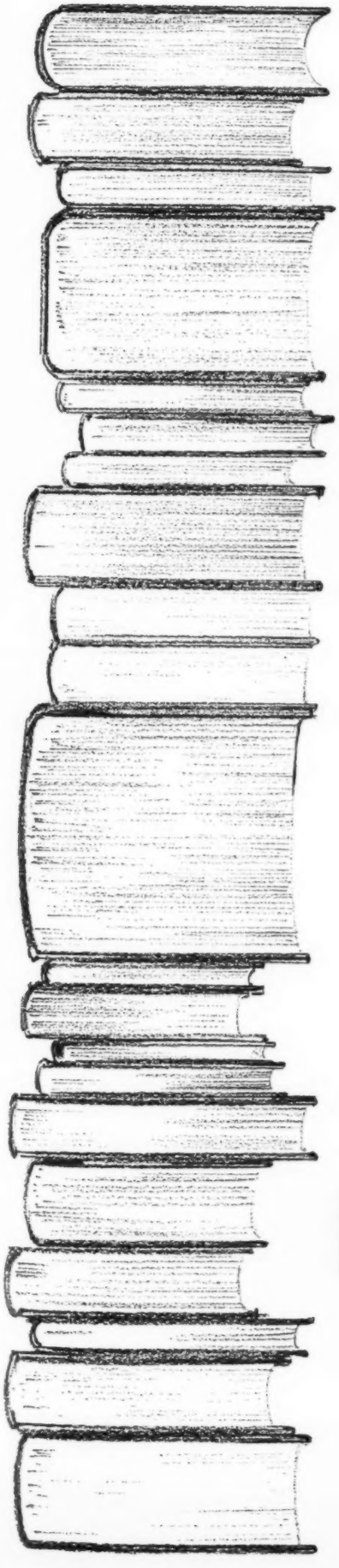
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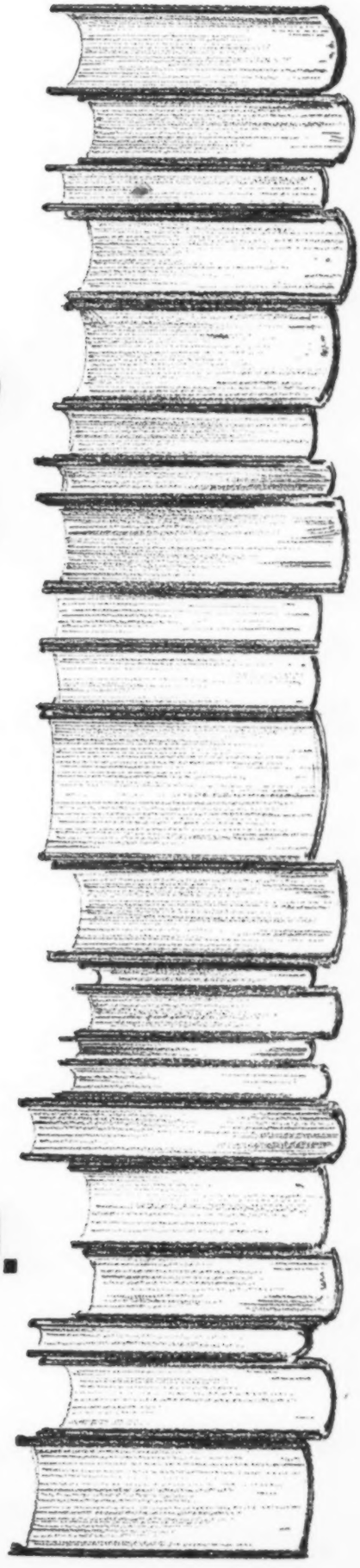
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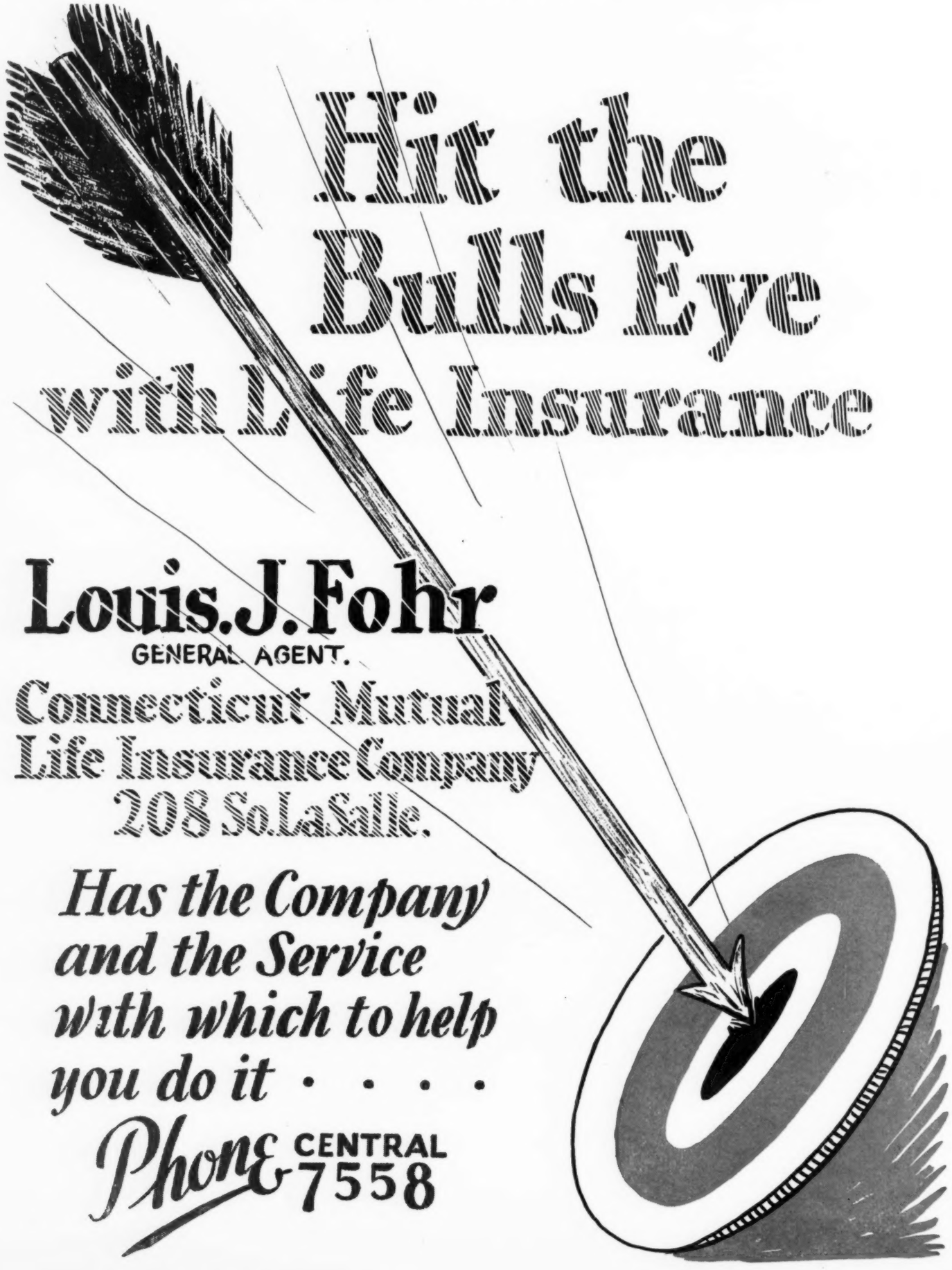
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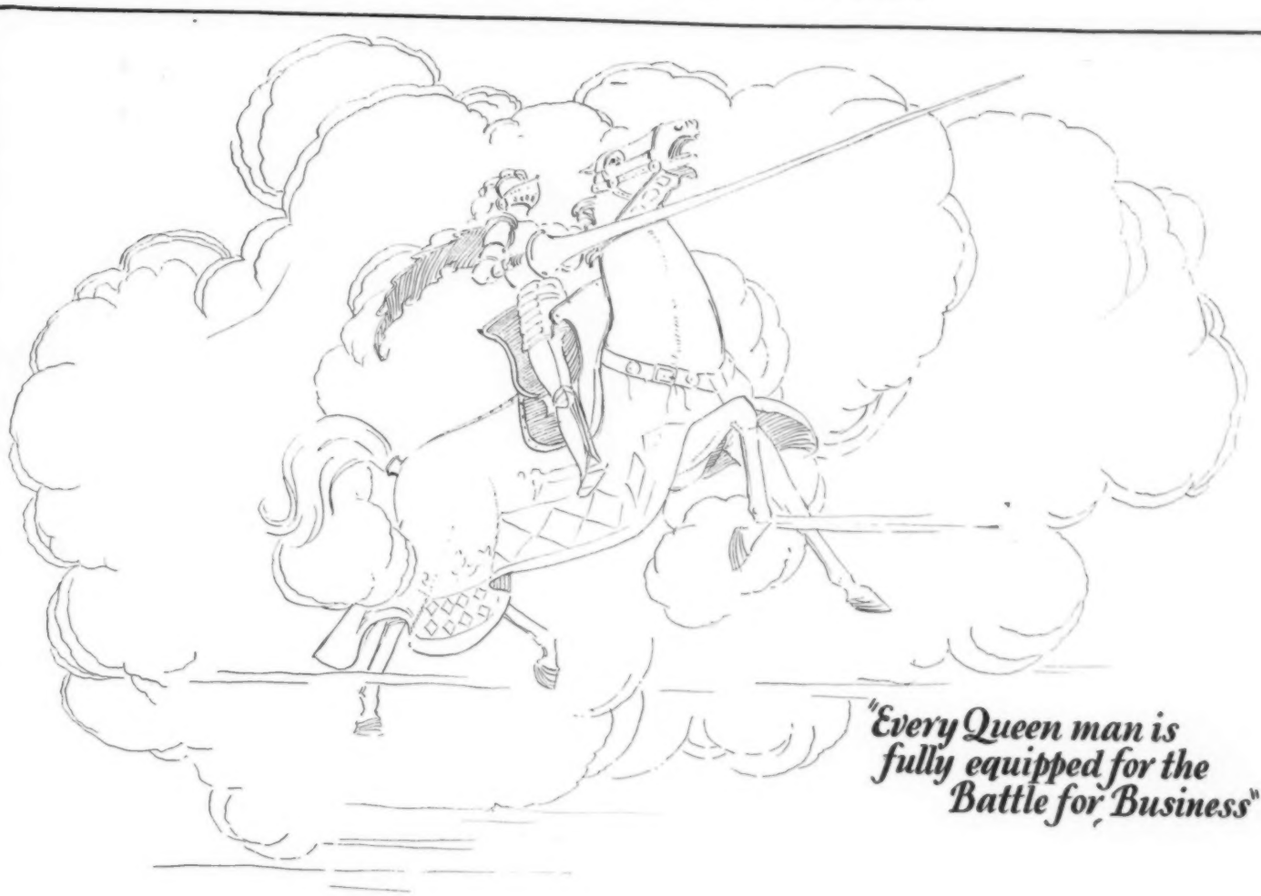


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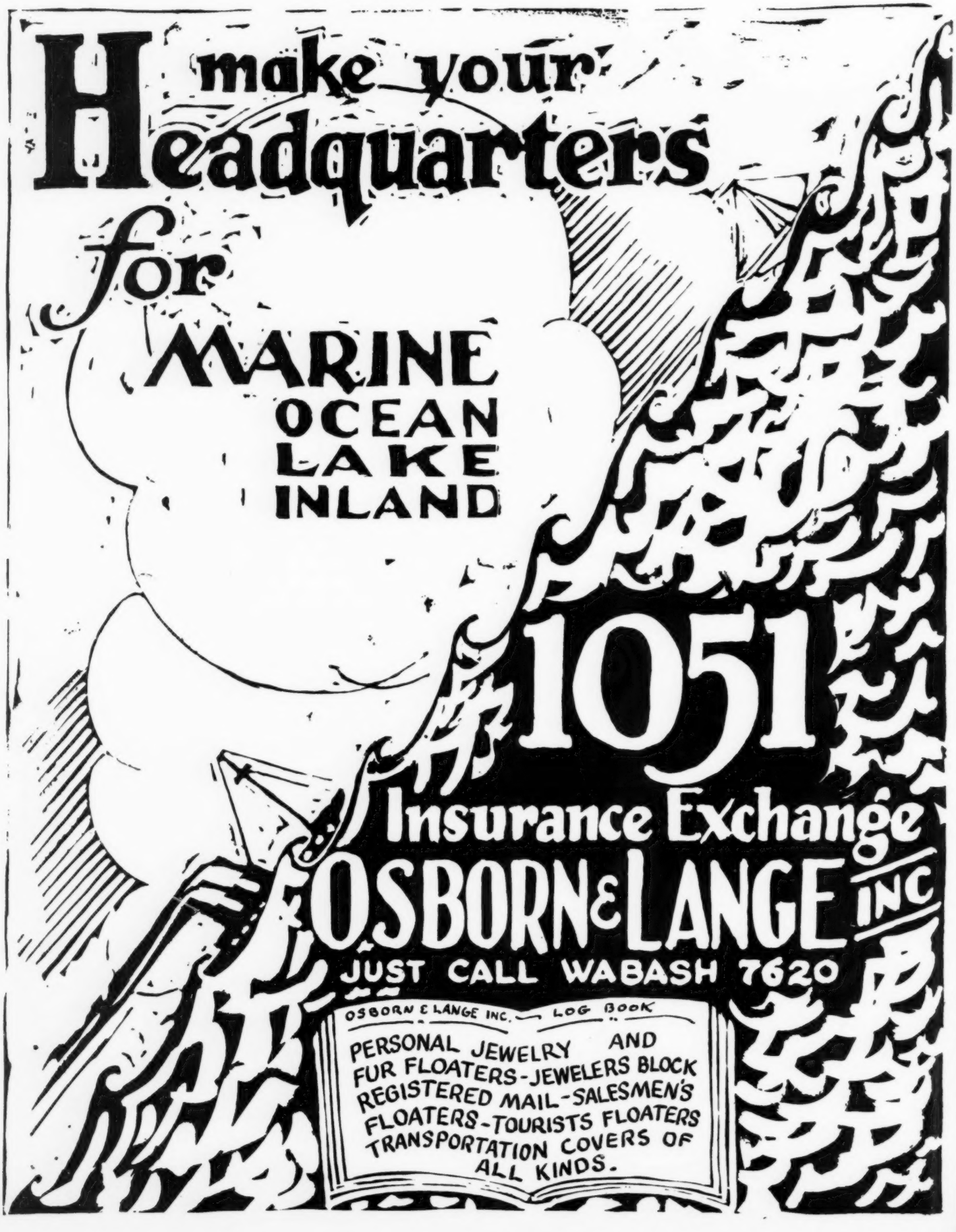
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Glens Falls enters Illinois ~ 1850

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Glens Falls INSURANCE COMPANY of Glens Falls, N. Y.

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Glens Falls INDEMNITY COMPANY of Glens Falls, New York



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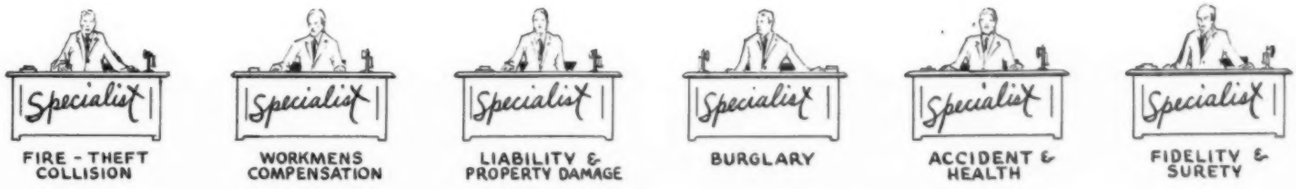
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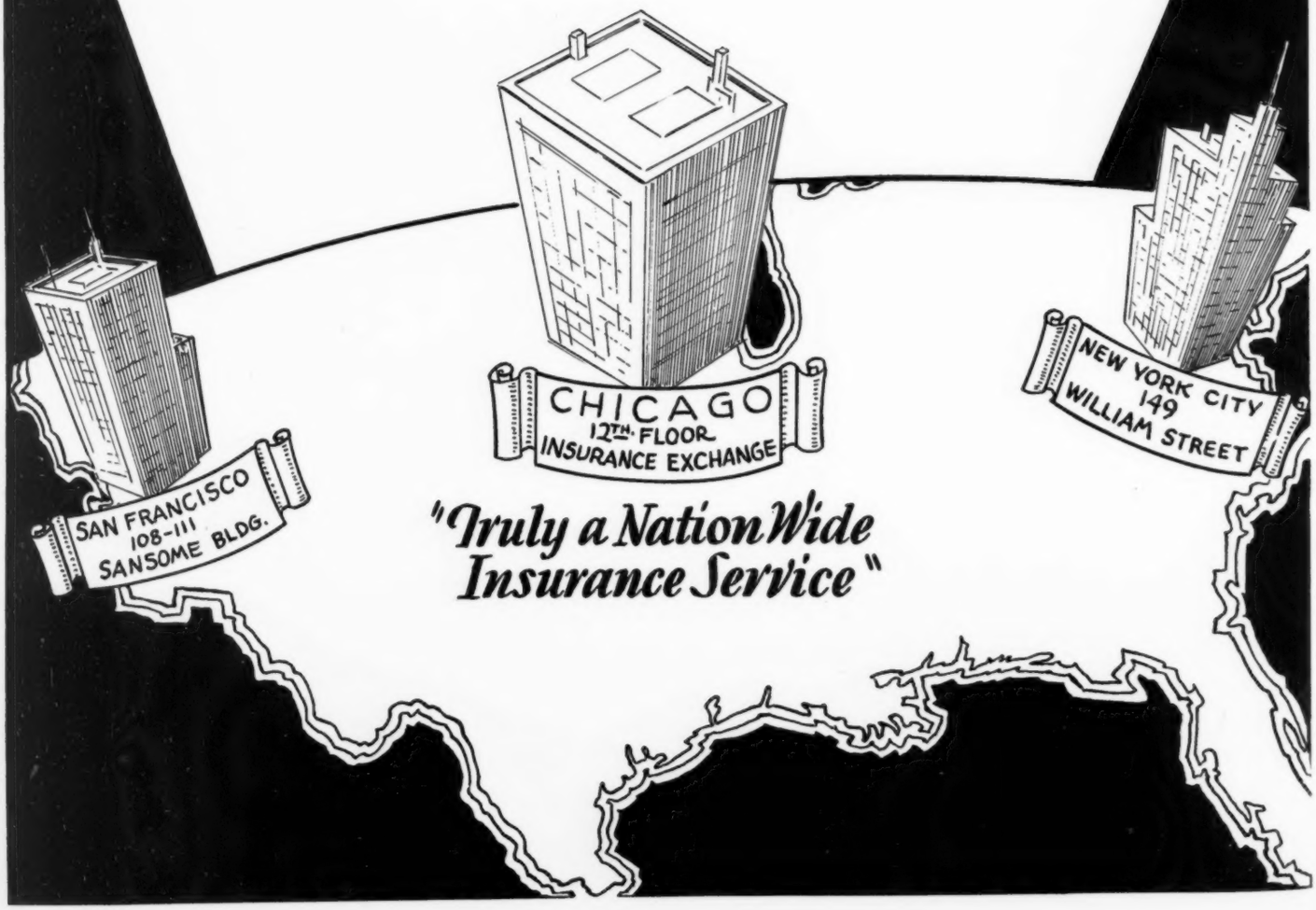
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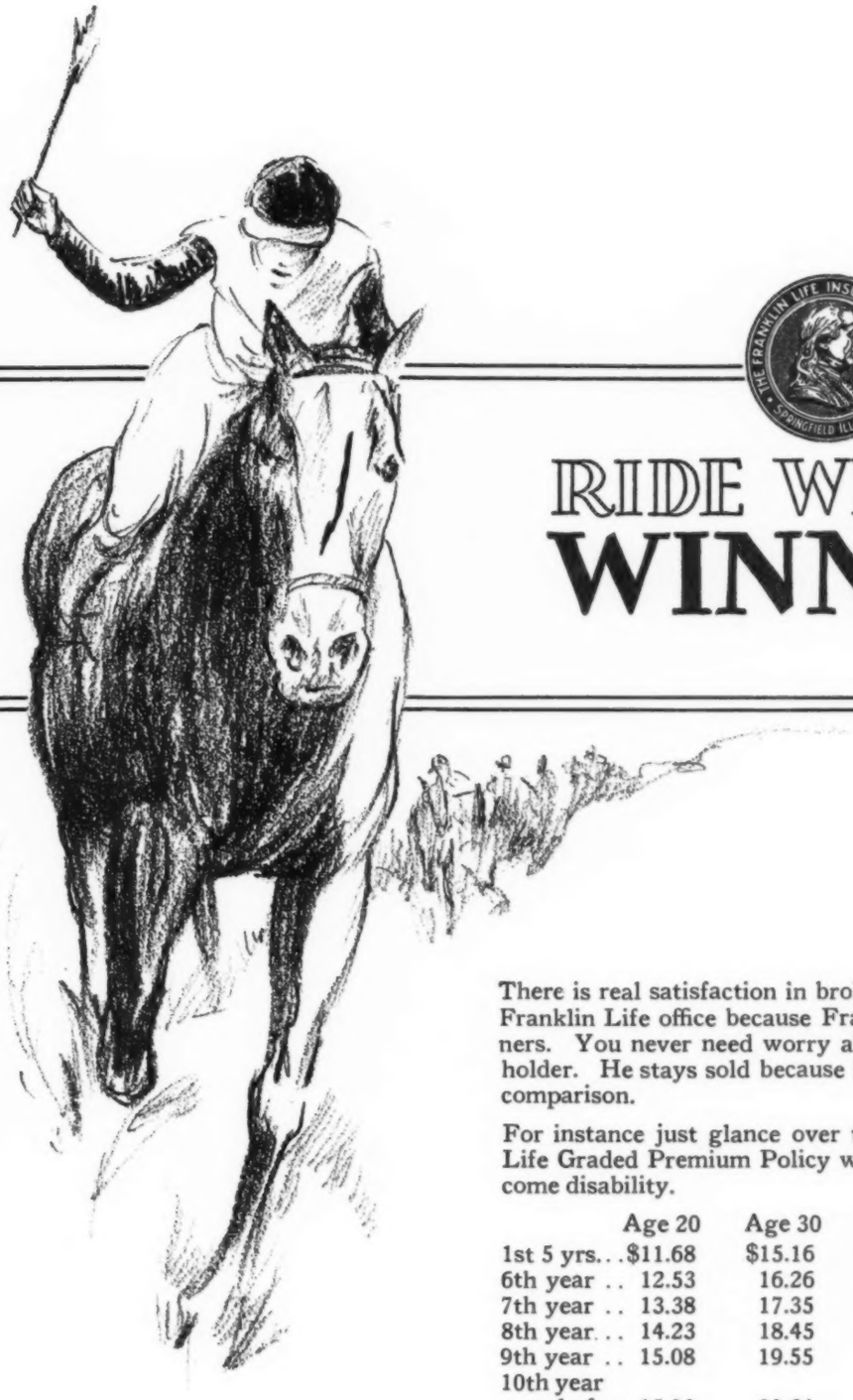
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1st 5 yrs. . .	$11.68	$15.16	$21.95	$34.21	$55.30
6th year . .	12.53	16.26	23.48	36.55	59.26
7th year . .	13.38	17.35	25.01	38.89	63.22
8th year . .	14.23	18.45	26.54	41.23	67.18
9th year . .	15.08	19.55	28.06	43.37	71.14
10th year and after	15.93	20.64	29.59	45.91	75.10

And policies are just one phase of the winning brokerage service rendered. Further information will be gladly furnished you upon request.

FRANKLIN LIFE INSURANCE COMPANY

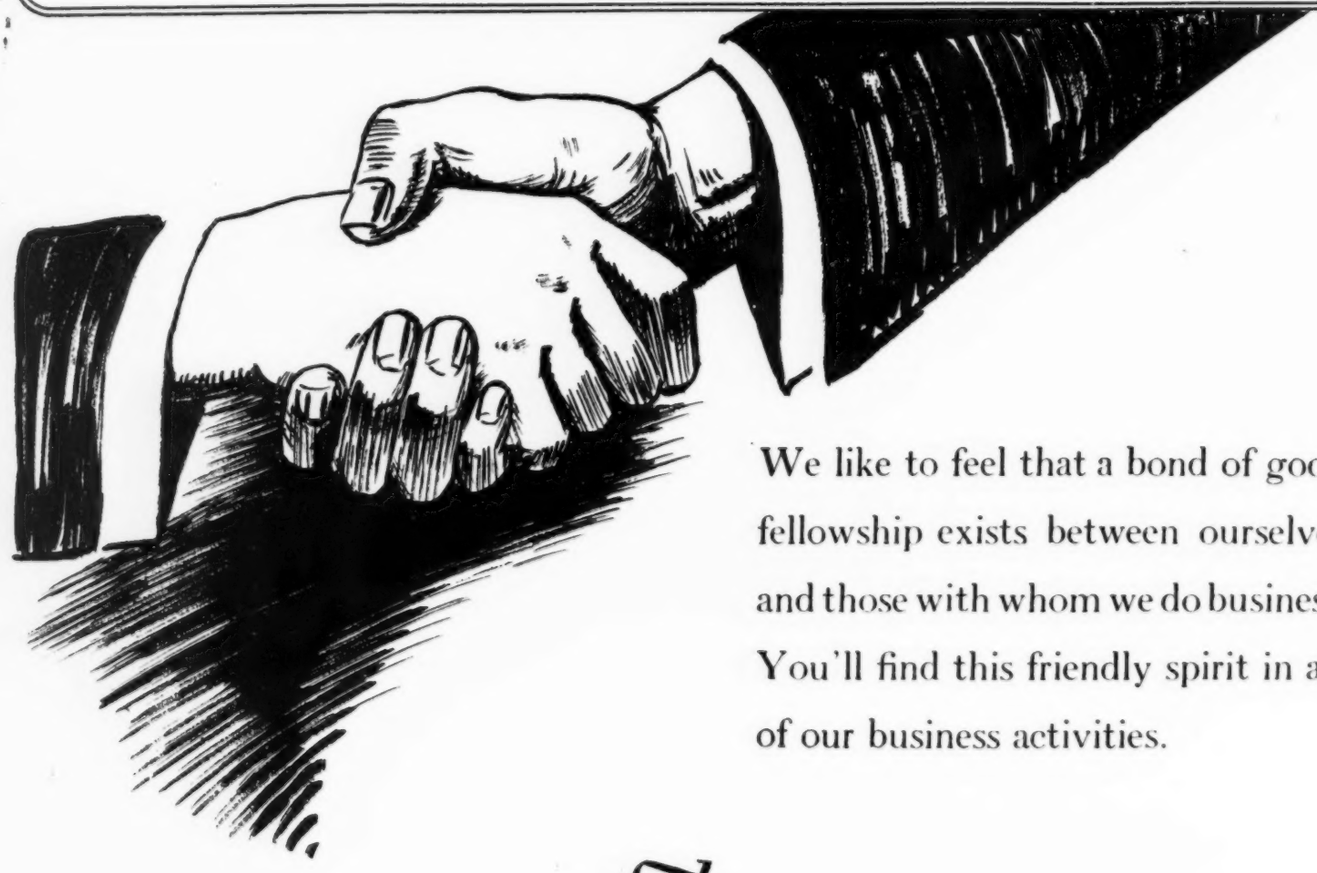
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Chicago Branch Office

HARRY W. MENOLD, General Agent

222 West Adams St.

A Bond of *Good Fellowship!*



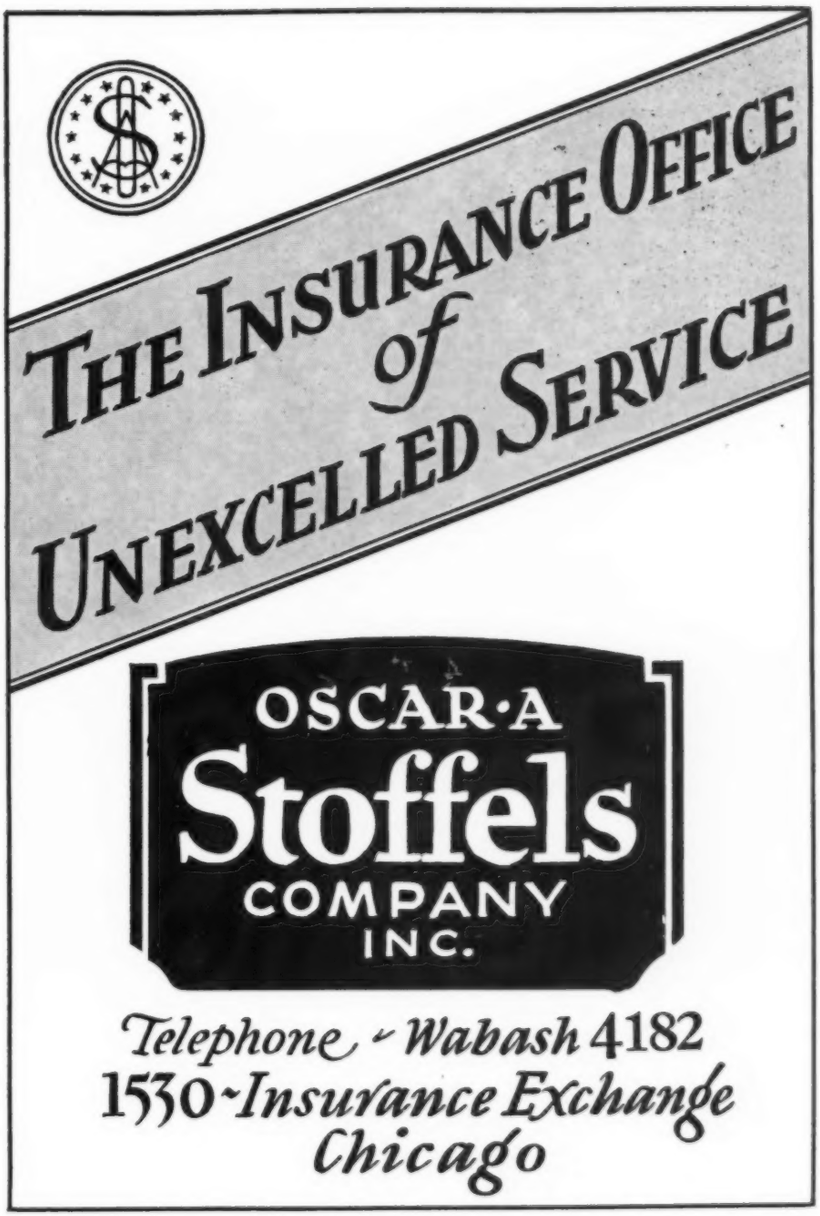
We like to feel that a bond of good fellowship exists between ourselves and those with whom we do business. You'll find this friendly spirit in all of our business activities.

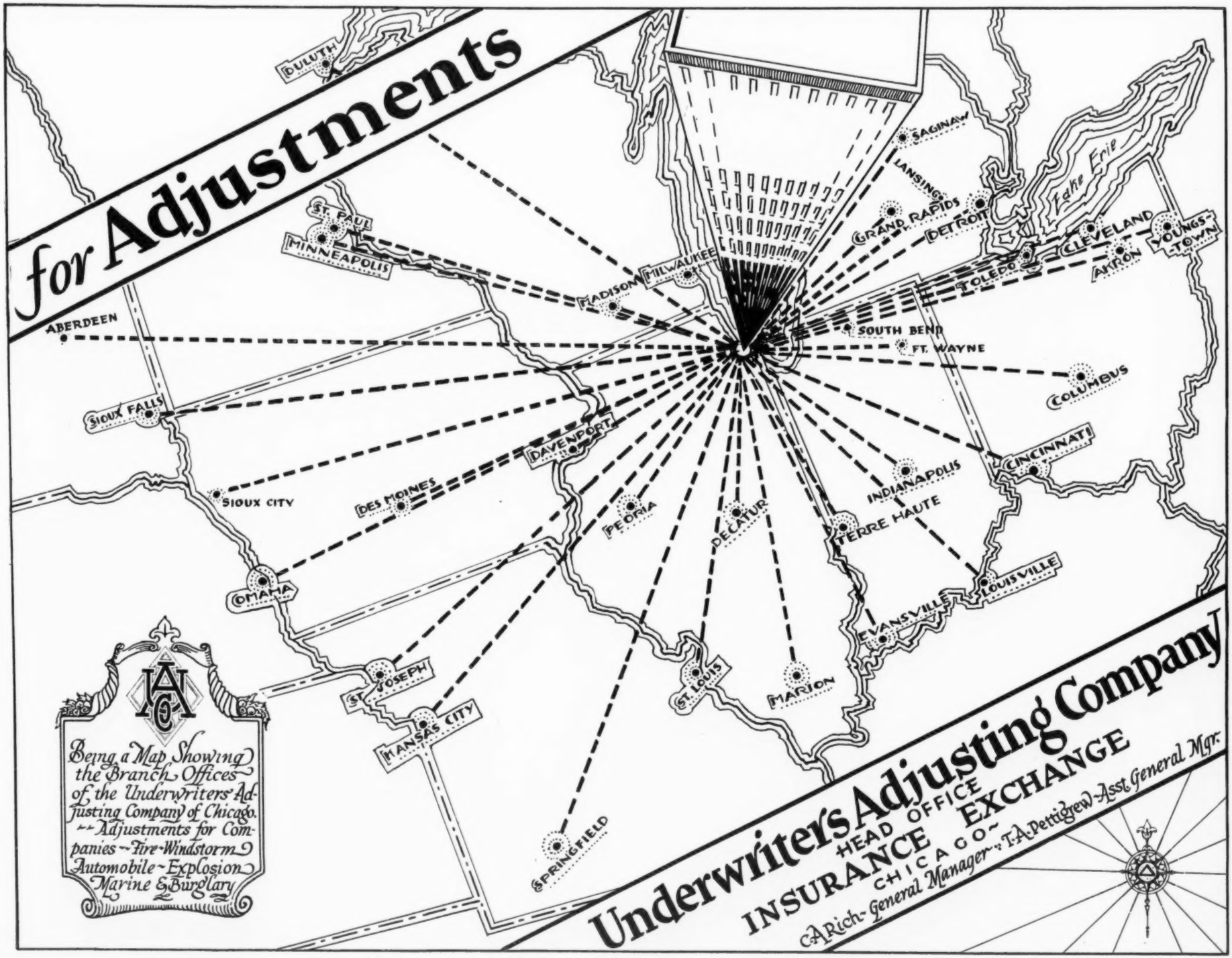
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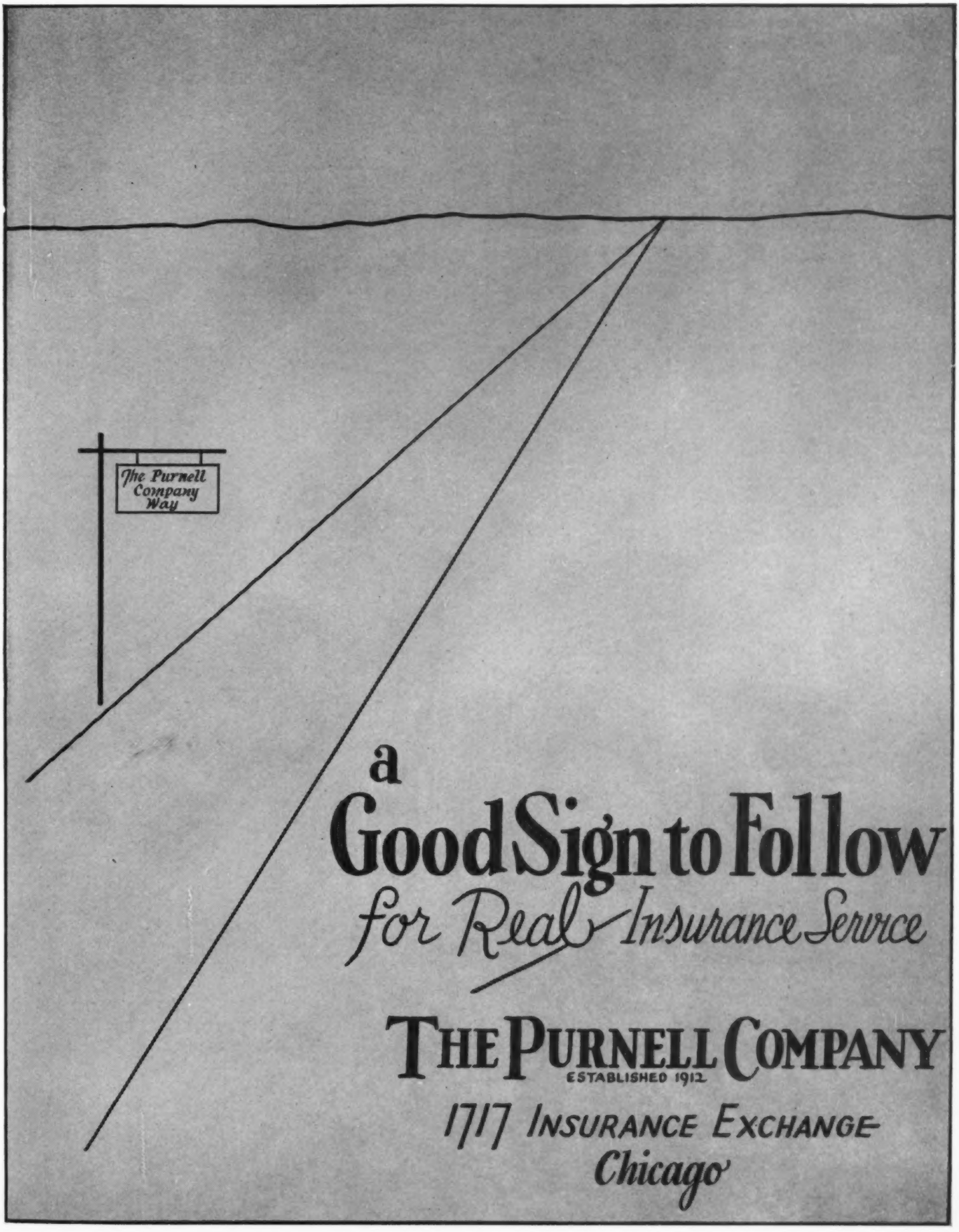
ROCKWOOD COMPANY

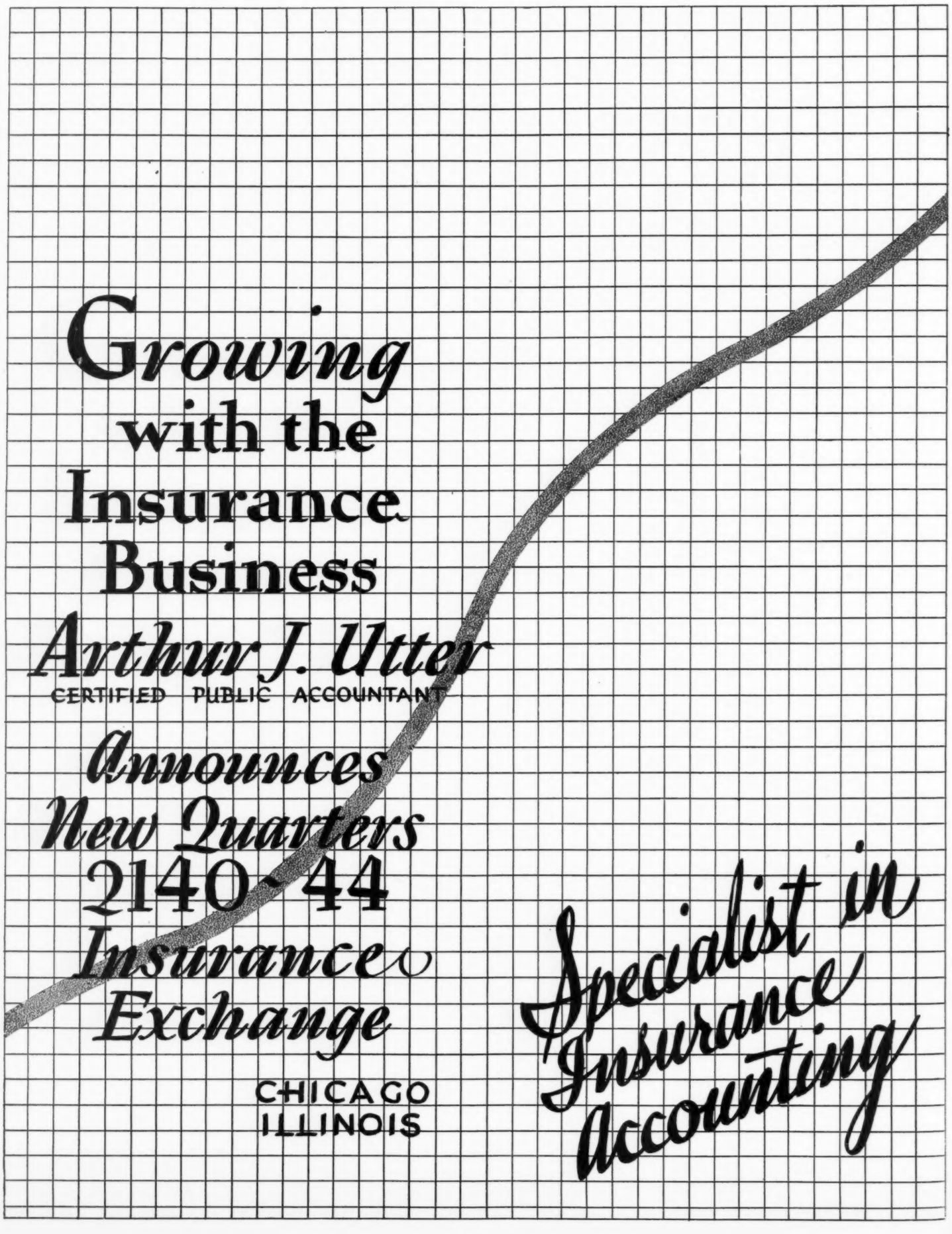
EXPERT SERVICE **PROMPT ADJUSTMENTS**

725 ~ Federal Reserve Bank Building
Chicago
Ill.


THE INSURANCE OFFICE
of
UNEXCELLED SERVICE
OSCAR·A
Stoffels
COMPANY
INC.
Telephone ~ Wabash 4182
1530 ~ Insurance Exchange
Chicago


for Adjustments
DULUTH
ST. PAUL
MINNEAPOLIS
ABERDEEN
SIOUX FALLS
SIOUX CITY
OMAHA
MADISON
MILWAUKEE
DAVENPORT
DES MOINES
ST. JOSEPH
KANSAS CITY
SPRINGFIELD
PEORIA
DECATUR
ST. LOUIS
MARION
SAGINAW
LANSING
GRAND RAPIDS
DETROIT
Lake Erie
TOLEDO
CLEVELAND
YOUNGS-TOWN
AKRON
SOUTH BEND
FT. WAYNE
COLUMBUS
CINCINNATI
INDIANAPOLIS
TERRE HAUTE
LOUISVILLE
EVANSVILLE
Being a Map Showing the Branch Offices of the Underwriters' Adjusting Company of Chicago. Adjustments for Companies ~ Fire ~ Windstorm Automobile ~ Explosion Marine & Burglary
Underwriters Adjusting Company
HEAD OFFICE
INSURANCE EXCHANGE
CHICAGO
C. A. Rich ~ General Manager ~ T. A. Pettigrew ~ Asst. General Mgr.


The Purnell Company Way
a
Good Sign to Follow
for Real Insurance Service
THE PURNELL COMPANY
ESTABLISHED 1912
1717 INSURANCE EXCHANGE
Chicago


Growing
with the
Insurance
Business
Arthur J. Utter
CERTIFIED PUBLIC ACCOUNTANT
Announces
New Quarters
2140-44
Insurance
Exchange
CHICAGO
ILLINOIS
Specialist in
Insurance
Accounting



TRANSPORTATION INSURANCE COMPANY
OF NEW YORK

1 *South William St.*
New York

TRANSPORTATION INDEMNITY COMPANY
OF NEW YORK

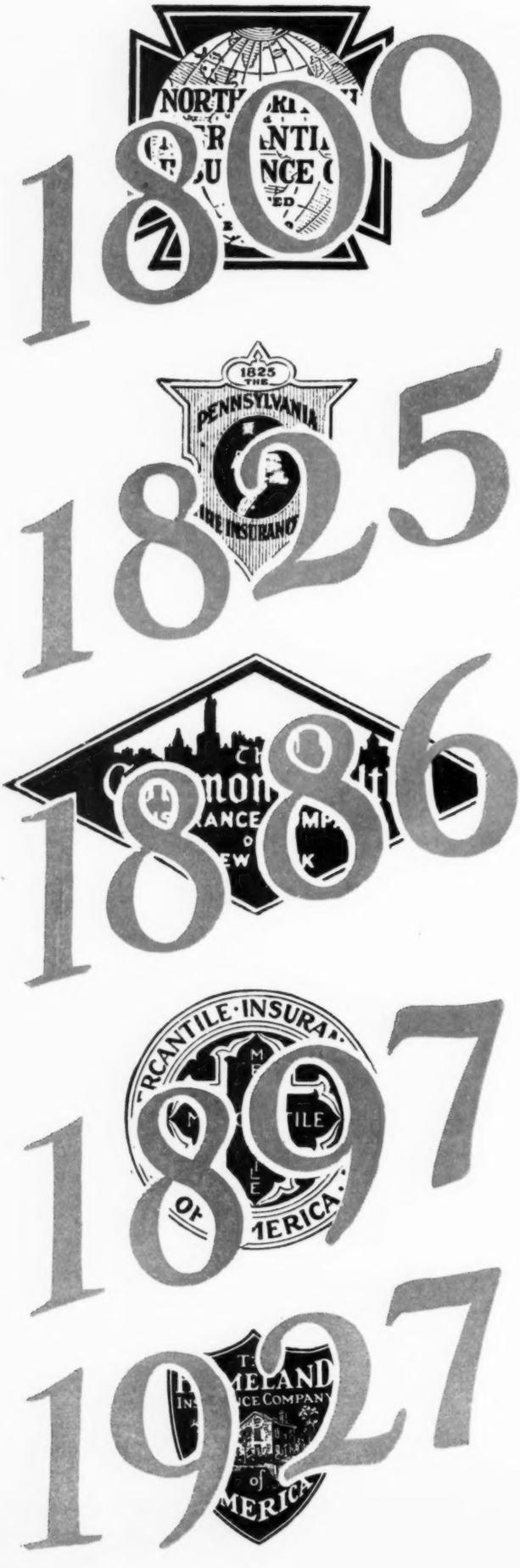
Marine
Inland Transportation
All Risks
Aviation Insurance

WM. H. McGEE & CO., INC.

Underwriters

Edward D. Lawson
Vice President and Western Manager
175 W. JACKSON BLVD., CHICAGO

Offering to Agents a Service Backed by 45 Years of Experience



The chief contribution of history, it is said, is the guide it furnishes for further conduct.

* * *

While past records are not infallable forecasters of future performance, they are nevertheless indicative. Especially true is this when present performance is more than matching history's best.

* * *

So it is that the companies of the North British group can point with confidence to their histories. The North British (1809), the Pennsylvania (1825), the Commonwealth (1886), the Mercantile (1897) and The Homeland (1927) have records that recommend them to that group of Insurance men who are discriminate in their selection of companies for their agencies.

W. F. SWEAZEA
Manager for Chicago
1437 INSURANCE EXCHANGE
Chicago

NORTH BRITISH & MERCANTILE INSURANCE CO., Limited

PENNSYLVANIA FIRE INSURANCE CO.

COMMONWEALTH INSURANCE CO. Of NEW YORK

THE MERCANTILE INSURANCE CO. Of AMERICA

THE HOMELAND INSURANCE CO. Of AMERICA

ADMINISTRATIVE OFFICES
New York City



A strong group that means

"SURE INSURANCE"

to Agent and Assured

BECAUSE of the combination of resources and experience back of Crum & Forster, the agent who represents this organization is able to render something more than the average insurance service. Let us show you how this better service will prove more profitable to your business.

CRUM & FORSTER

HEAD OFFICE 110 WILLIAM STREET NEW YORK

Western Dept. F. M. GUND, *Manager*
Freeport, Ill.

R. I. READ, Manager
Cook County Dept. Brokerage Dept.
1849 Insurance Exchange Building
CHICAGO, ILL.


GEO. L. MARTINI CO.
Insurance
A-1761
Insurance Exchange South
Chicago
TELEPHONE
HARRISON 4273

F. R. BIGELOW, President

C. F. CODERE, Vice Pres.
A. E. KREBS, Auditor
C. H. KNOCHE, Asst. Sec'y
L. W. King, Asst. Sec'y

J. C. McKOWN, Secretary
C. A. DOSDALL, Secretary
L. B. GROSSMITH, Asst. Sec'y
H. T. DRAKE, JR., Asst. Sec'y

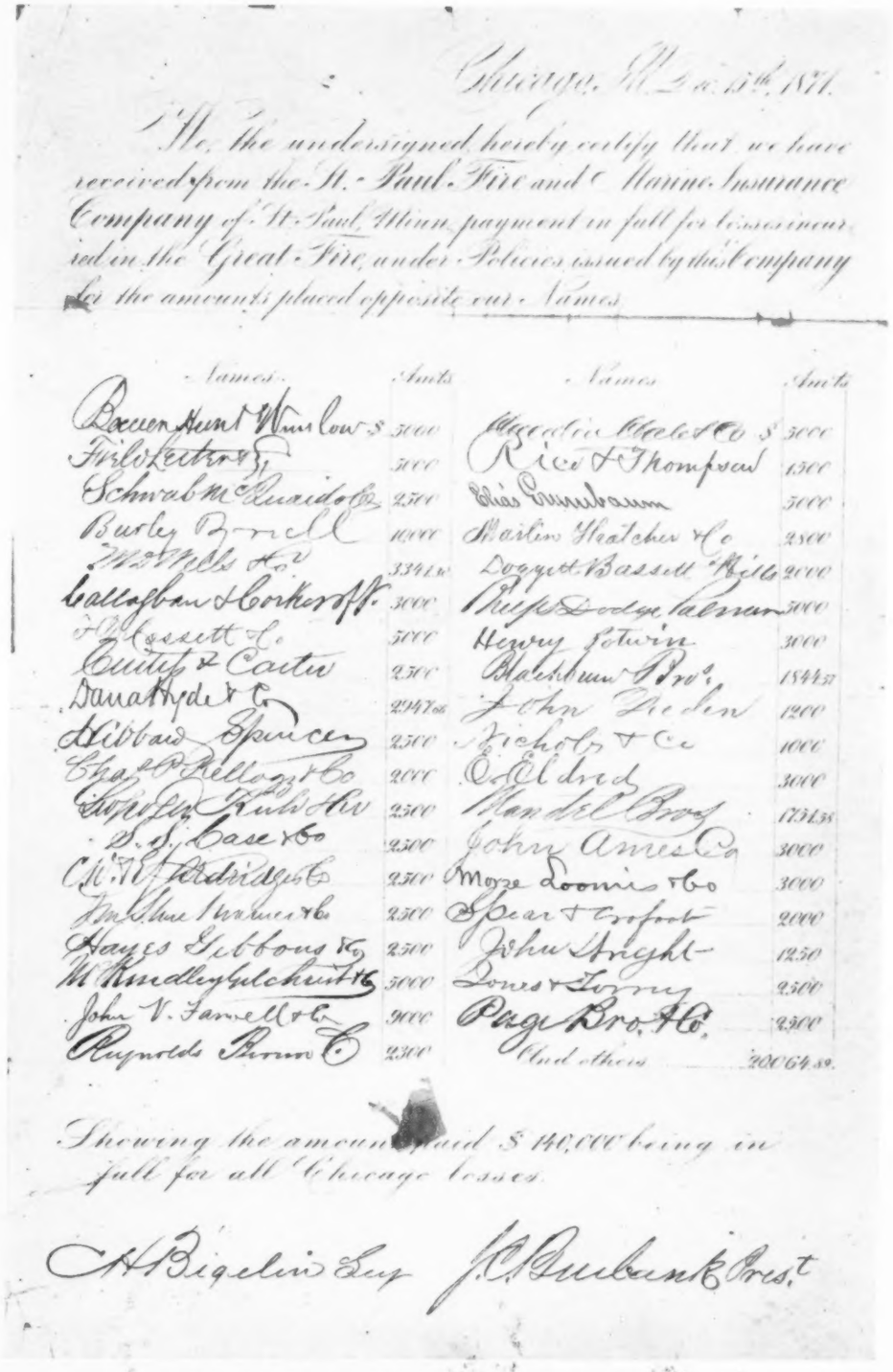
Saint Paul

FIRE AND MARINE INSURANCE COMPANY

ST. PAUL, MINNESOTA

INCORPORATED 1865

Capital and Net Surplus Over $15,000,0000



Chicago, Ill. Dec 15th 1871.

We, the undersigned hereby certify that we have received from the St. Paul Fire and Marine Insurance Company of St. Paul, Minn. payment in full for losses incurred in the Great Fire under Policies issued by this Company for the amounts placed opposite our Names

Names	Amts	Names	Amts
Boeuer Hunt & Winslow	$ 5000	Hyndman Block & Co	$ 5000
Fish Letter & Co	5000	Rice & Thompson	1500
Schwab McDonald & Co	2500	Wm Cornelius	5000
Burley Burrell	10000	Martin Heatcher & Co	2500
Mattingly & Co	3342.50	Doggett Bassett & Hills	2000
Callaghan & Corkerhoff	3000	Phipps Dodge & Kalman	3000
Bassett & Co	5000	Henry Stern	3000
Cuttup & Carter	2500	Blackburn Bro's	1844.57
Danat Hyde & Co	2947.68	John Reden	1200
Hibbard Spencer	2500	Nichols & Co	1000
Chas. D. Kellogg & Co	2000	E. Eldred	3000
Corwith Kuhn & Co	2500	Wm. Deering	1731.38
D. S. Case & Co	2500	John Ames & Co	3000
C. H. Fitzbridges & Co	2500	Moze Loomis & Co	3000
Jno. Shaw Stokes & Co	2500	Spear & Crofoot	2000
Hayes Gibbons & Co	2500	John Wright	1250
W. Kindley Gilchrist & Co	5000	Jones & Lorry	2500
John V. Farwell & Co	3000	Page Bro. & Co.	2500
Reynolds Brown & Co	2500	And others	20064.89

Showing the amount paid $ 140,000 being in full for all Chicago losses.

H. H. Bigelow Sec'y J. H. Burbank Pres't

Complete Insurance Service

Fire Agents

Moore, Case, Lyman & Hubbard.
O. A. Stoffels & Co.
J. M. Kralovec & Son.
Fred G. Krueger & Co.

Cook County Managers

Moore, Case, Lyman & Hubbard.
Chas. E. Geissler, Special Agent.

Automobile Agents

Moore, Case, Lyman & Hubbard.
Newberger & Co.
O. P. Alford & Co.
Fred G. Krueger & Co.
O. A. Stoffels & Co.
A. F. Shaw & Co.

Jewelry, Fur and All Risk Department

A. F. Shaw & Co., General Agents

Mercury Insurance Company
SAINT PAUL, MINNESOTA

Cook County Managers

Wiley, Magill & Johnson.

Saint Paul Mercury INDEMNITY COMPANY
OF SAINT PAUL
ST. PAUL, MINNESOTA

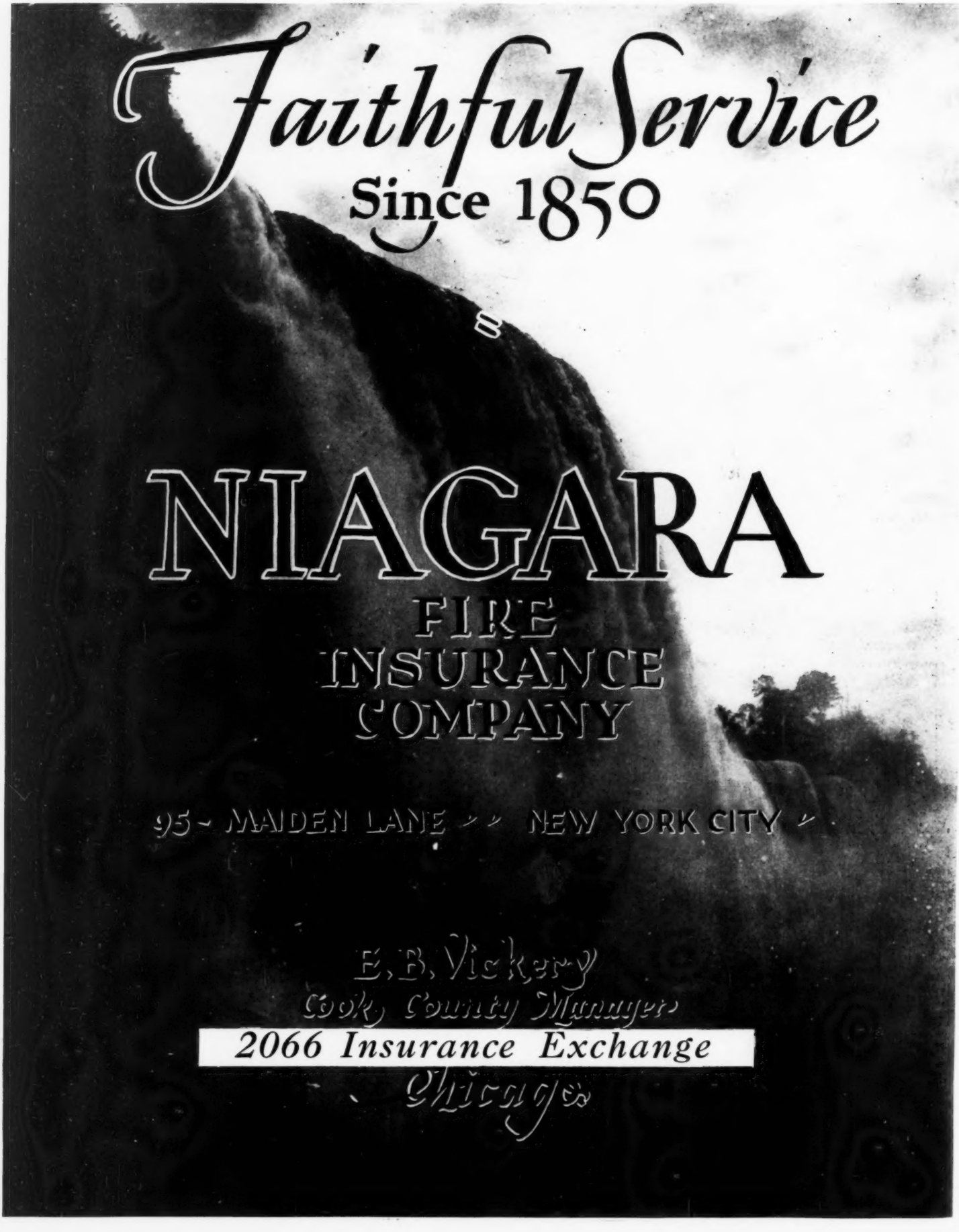
Moore, Case, Lyman & Hubbard.
Newberger & Co.
O. P. Alford & Co.
Fred G. Krueger & Co.
O. A. Stoffels & Co.
A. F. Shaw & Co.
Wiley, Magill & Johnson.

Plate Glass Department

O. A. Stoffels & Co.,
Cook County Managers.
A. F. Shaw & Co., Agents.

W. J. Sonnen, Manager.
D. J. Harrigan, State Agent.
1864 Insurance Exchange, Chicago.

Carl B. Temme, State Agent.
Decatur, Ill.


Faithful Service
Since 1850
NIAGARA
FIRE
INSURANCE
COMPANY
95 - MAIDEN LANE - - NEW YORK CITY -
E. B. Vickery
Cook County Manager
2066 Insurance Exchange
Chicago

AETNA INSURANCE CO.

BOSTON INSURANCE CO.

COUNTY FIRE INSURANCE CO.

NEW HAMPSHIRE FIRE INS. CO.

OLD COLONY INSURANCE CO.

WORLD FIRE AND MARINE INS. CO.

THE CENTURY INDEMNITY CO.

Fred J. Sauter
Cook County Manager
1845
Insurance Exchange
Chicago, Illinois
Phone Wabash 7800



There's been a
Welcome for every
Insurance minded man
in front of our door since 1908

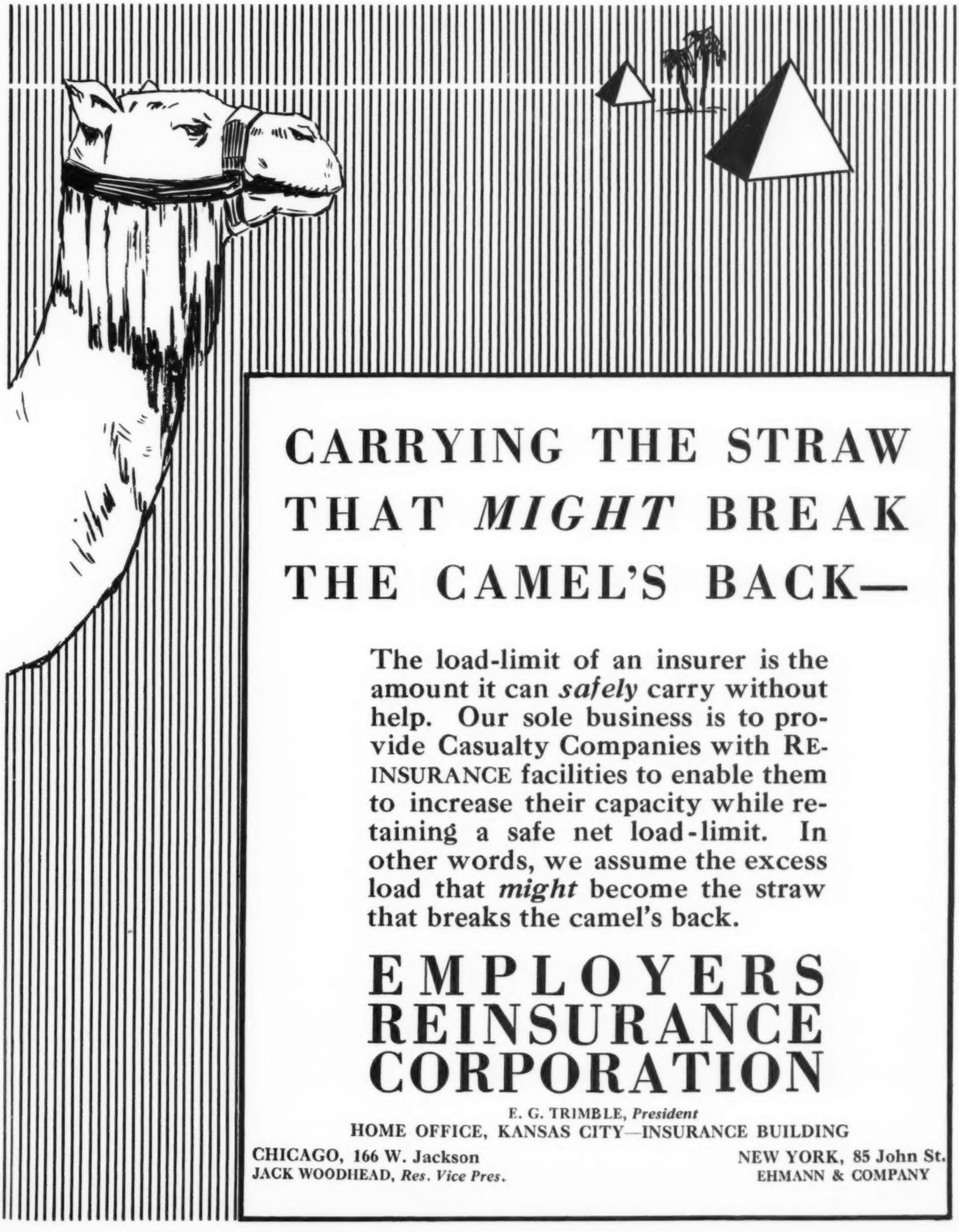
It will never be worn out for it is of the Spirit, *not* of Rubber

L. E. Yager & Co.

1966 INSURANCE EXCHANGE

Chicago

. . . Insurance of Every Kind . . .



CARRYING THE STRAW THAT *MIGHT* BREAK THE CAMEL'S BACK—

The load-limit of an insurer is the amount it can *safely* carry without help. Our sole business is to provide Casualty Companies with RE-INSURANCE facilities to enable them to increase their capacity while retaining a safe net load-limit. In other words, we assume the excess load that *might* become the straw that breaks the camel's back.

EMPLOYERS REINSURANCE CORPORATION

E. G. TRIMBLE, *President*
HOME OFFICE, KANSAS CITY—INSURANCE BUILDING

CHICAGO, 166 W. Jackson
JACK WOODHEAD, *Res. Vice Pres.*

NEW YORK, 85 John St.
EHMANN & COMPANY

AFFELD - HEISE, INC.

Meeting the
Insurance Needs
of this
Ever Growing
Ever Changing
City

FIRE, CASUALTY and
LIFE INSURANCE

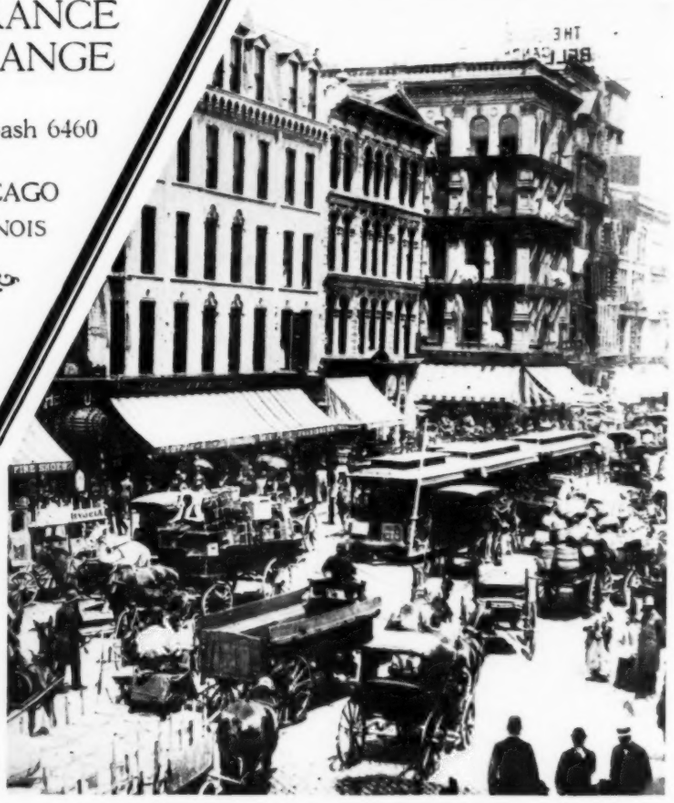
A-2146
INSURANCE
EXCHANGE

Tel. Wabash 6460

CHICAGO
ILLINOIS



CHICAGO TODAY



CHICAGO YESTERDAY—1893

Why YOU Should Represent

THE MUTUAL LIFE INSURANCE COMPANY
OF NEW YORK

and the

SAMUEL HEIFETZ AGENCY

C-O-M-P-A-N-Y

THE MUTUAL LIFE is America's oldest legal reserve mutual life insurance company—organized in 1842—wrote its first policy on February 1, 1843!

THE MUTUAL LIFE has recently announced an increase in its dividend scale for 1929—making the *ninth consecutive yearly increase in dividends.*

THE MUTUAL LIFE accepts risks from Age 10 to Age 70, and is one of the few great companies that consider risks up to 70 years of age.

THE MUTUAL LIFE insures women at the same premium rates as men!

THE MUTUAL LIFE'S representatives are of the very best type, composed of successful and happy men and women.

THE MUTUAL LIFE, since its organization and up to December 31, 1927, has paid in dividends $569,392,207, and in death claims $924,633,302.

THE MUTUAL LIFE invests only in the safest securities—mortgages and Government and standard corporation bonds.

A-G-E-N-C-Y

THE SAMUEL HEIFETZ AGENCY is deeply appreciative of the difficulties which confront the "man behind the rate book." Our many years of successful field work enable us to offer wise counsel to the beginner, and intelligent assistance to the more experienced underwriter. Here you will observe an "esprit de corps" spirit which is conducive to success!!

Our agency is composed of practical and progressive-minded business men and women, and already has a number of underwriters who are enjoying substantial incomes.

Our agency is making marked progress—the rapidity of its growth necessitated the recent move from the Illinois Merchants Bank Building to more spacious quarters within the Insurance Exchange Building.

Our agency has worked out a comprehensive plan of team work between its Agents and Brokers which is being put into operation and through which plan our Agents should more than double their production.

Our new offices in the Greater Insurance Exchange Building occupy almost the entire Fourteenth Floor facing the court. There are no more completely equipped offices in Chicago for life insurance purposes than these.

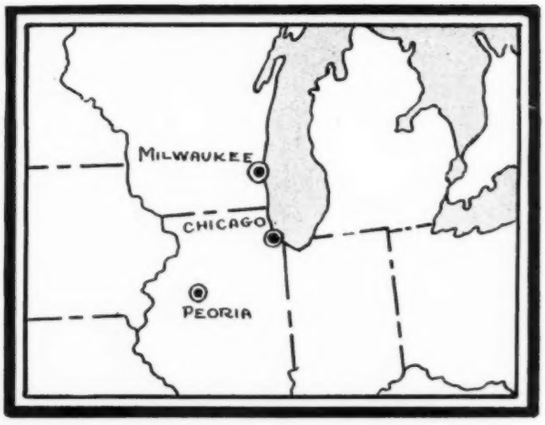
For a contact with this agency, please communicate with

SAMUEL HEIFETZ, Manager

THE MUTUAL LIFE INSURANCE CO. *of* NEW YORK

Harrison 6910 **A-1418 Insurance Exchange Building** **CHICAGO**

We're *Constantly* on the *Move* to *Increase Our Facilities*



3 Offices to Serve You

CHICAGO
A1315 Insurance Exchange

PEORIA
Jefferson Building

MILWAUKEE
Century Building

WILSON S.
LEVENS
AND COMPANY
ADJUSTERS
For the Companies



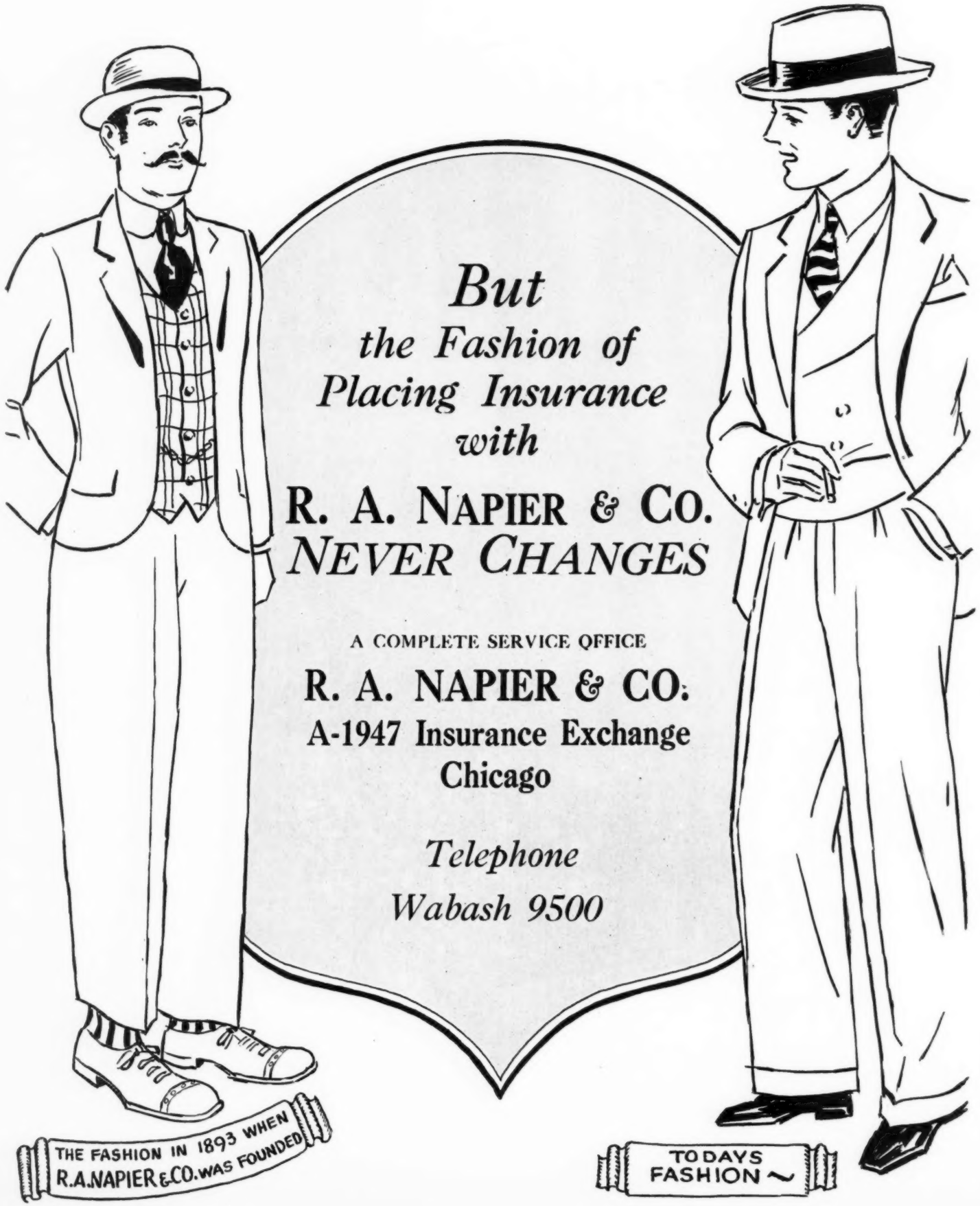
A Milestone in the Insurance Business

We are proud to have
been identified with
this Great Business
Since 1901

NEWBURGER and CO.

1711 INSURANCE EXCHANGE
CHICAGO ILLINOIS

All Kinds of Insurance *Telephone Wabash 1661*



But
the Fashion of
Placing Insurance
with

R. A. NAPIER & CO.
NEVER CHANGES

A COMPLETE SERVICE OFFICE

R. A. NAPIER & CO.
A-1947 Insurance Exchange
Chicago

Telephone
Wabash 9500

"CO-OPERATION IS THE FLOWER OF CIVILIZATION"

IN January, 1885, a conference held at Chicago resulted in the organization and incorporation of the Western Adjustment and Inspection Company.

An important object of the incorporators was to apply the co-operative principle in the adjustment of losses, thereby avoiding the wholly unnecessary multiplication of expense when a number of companies are interested in the same loss, and at the same time assuring equally reliable and efficient service, harmonious action and equitable adjustments.

The Western Adjustment and Inspection Company is the largest and oldest adjustment company. Its stock is owned or controlled exclusively by one hundred thirty member companies. At the present time the Western Adjustment and Inspection Company operates fifty branch offices, maintaining about two hundred and fifty adjusters.

In 1927 the W. A. & I. Co. adjusted 82,665 losses, on which its average representation was 92%. It has rendered a large share of service to insurance companies and agents with precision, promptness and fidelity. In every large conflagration or tornado disaster in its territory the Adjustment Company has been asked to take charge of the situation. Its executives are experienced in this class of work and it has facilities for rapidly completing an organization in any locality overtaken by disaster.

The personnel of the Western Adjustment and Inspection Company has been selected with unusual care and has been trained with thoroughness.

Western Adjustment and Inspection Co.

ESTABLISHED 1885


as Progressive
as the city
whose name
it Bears
The
Chicago Fire & Marine
INSURANCE COMPANY
223 W. Jackson
Chicago.
CASH CAPITAL $1,000,000
Chicago's Own Fire Company



Lets

SURPLUS AND RESOURCES-
1927 INCREASE OVER 1922 - 262%

Talk

INSURANCE IN FORCE
1927 INCREASE OVER 1922 - 949%

It

PREMIUM INCOME
1927 INCREASE OVER 1922 - 822%

Over

"THERE'S A REASON"

We may Have
just the Life Contract
You Have Been Looking For.

A. E. JOHNSON, AGENCY MANAGER

CHICAGO NATIONAL
LIFE INSURANCE COMPANY
202 South State Street — Chicago



Truly the Vanguard

The North American Accident Insurance Company is the Oldest and Largest Company in America writing Accident and Health Insurance

. . . . *Exclusively* . . . .

- Truly the Vanguard -

NORTH AMERICAN ACCIDENT INSURANCE COMPANY

209 SO. LA SALLE STREET

CHICAGO, ILLINOIS

A PAGE OF INSURANCE HISTORY

THE organization of Johnson & Higgins was founded in New York in 1845 and took its present name in 1854. In its very early days the activities of the firm were confined to average adjusting, but the firm soon entered the marine insurance field and became insurance brokers, and later entered the fire insurance, liability, life and other non-marine insurance fields. The original members of the firm were Mr. Henry W. Johnson and Mr. A. Foster Higgins. In 1899 the business was incorporated in the name of Johnson & Higgins. During the long history of the firm and its successor, the corporation, several other firms and corporations have been acquired or merged with them, amongst others—Curtin & Brockie, William E. Lowe, Lethbridge & Davidge, Willcox Peck & Hughes, Inc.

From time to time branch offices have been established in various cities in the United States and in Canada and Havana so that at the present time it is doing business in the following cities—

New York	Chicago	Baltimore
Boston	Buffalo	Vancouver
Detroit	Los Angeles	New Orleans
Philadelphia	San Francisco	Seattle
Havana	Montreal	Winnipeg

It is represented in London by Messrs. Willis, Faber & Company, Ltd., and Messrs. C. T. Bowring & Company (Ins.), Ltd. The Corporation conducts the business of average adjusters and insurance brokers and managers for all kinds of insurance including marine, fire, liability, life, etc. All its branches are similarly engaged. Its business and scope of its activities are not only national but international.

The officers and directors of the Corporation are as follows:

Chairman of the Board—W. R. COE
President— W. H. LABOYTEAUX

Vice Presidents— G. V. COE
W. N. DAVEY
HENRY W. LOWE
JOHN S. KEEGAN

The above and the following are Directors—

W. E. HALL	ELMER F. HUNT
HERBERT B. SEXTON	ROBERT J. TAYLOR
ALEXANDER FIELD	JOHN A. BISHOP
ERNEST P. LENIHAN	L. F. BECKER
RAYMOND T. MARSHALL	L. A. WALLACE

JOHNSON & HIGGINS

Globe & Rutgers
FIRE INSURANCE COMPANY



111 William St., New York City

JANUARY 1st, 1928

ASSETS		LIABILITIES	
Bonds and Mortgages	$ 149,834.90	Capital	$ 3,500,000.00
U. S. Liberty Bonds	519,200.00	Surplus	29,514,599.03
Government, City, Railroad and other Bonds and Stocks	67,965,477.50	Reinsurance Reserve	21,794,727.64
Cash in Banks and Office	3,052,132.11	Losses in Course of Adjustment	9,905,412.00
Premiums in Course of Collection	8,309,190.10	Commissions and other Items	6,974,000.00
Interest Accrued	143,939.12	Reserve for Taxes and Depreciation	8,505,000.00
Reinsurance Recoverable on Paid Losses	53,964.94		
	$80,193,738.67		$80,193,738.67

Surplus to Policy Holders . . . $33,014,599.03

Losses settled and paid since organization over $225,000,000 **Losses settled and paid 1927 . . $21,409,822.82**

ISSUES POLICIES AGAINST

Fire, Marine, Tornado, Earthquake, Flood, Hail, Explosion, Riot and Civil Commotion, Sprinkler Leakage, Inland Marine Transportation, Parcel Post, Automobile

Agents in Canada, Manila, Shanghai, London and Principal European Cities

E. C. Jameson, President

Lyman Candee, Vice-President
W. H. Paulison, Vice-President
J. H. Mulvehill, Vice-Pres. and Secy.
J. D. Lester, Vice-President

A. H. Witthohn, Secretary
A. G. Cassin, Assistant Secretary
J. L. Hahn, Assistant Secretary
M. J. Volkmann, Local Secretary

Progress since Consolidation in 1899

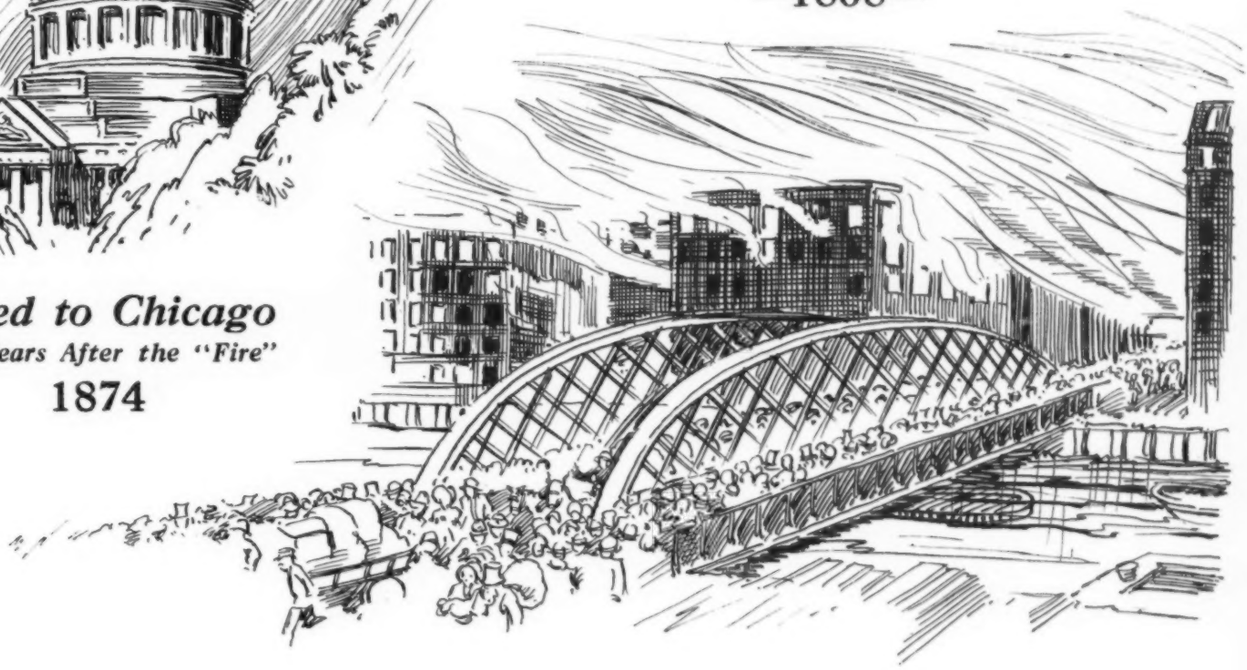
	Assets	Reserves	Surplus
Dec. 31, 1899	$529,282.59	$28,832.54	$2,028.94
Dec. 31, 1910	5,255,362.12	1,936,224.86	2,365,363.37
Dec. 31, 1920	42,765,374.55	16,593,764.16	11,361,311.89
Dec. 31, 1925	67,922,096.58	20,265,572.73	24,161,943.85
Dec. 31, 1927	80,193,738.67	21,794,727.64	29,514,599.03

AUTOMOBILE DEPARTMENT
L. R. BOWDEN,
95 Maiden Lane, New York City

INLAND MARINE DEPT.
JONES & WHITLOCK, Agts.
90 Maiden Lane, New York City



Organized at Washington, D. C.
—1868—



Moved to Chicago
Three Years After the "Fire"
1874



The NATIONAL LIFE INSURANCE COMPANY of the United States of America

ALBERT M. JOHNSON
Chairman of the Board

ROBERT D. LAY
President

Has Marched Along With the Progress of the Nation

A PROGRESSIVE OLD COMPANY FOR AMBITIOUS YOUNG MEN

Over 150,000 *Satisfied Policy Holders*
$300,000,000 *Life Insurance in Force*
$54,000,000 *of Assets*



The Leading
Fire Insurance Company
of
Illinois

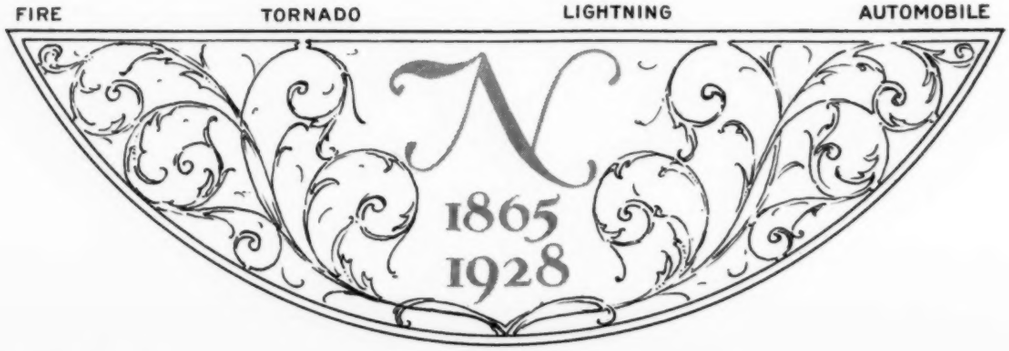
Because it is Different

Since 1865 The Millers National has steadily grown both financially and in reputation. Its record for prompt and equitable adjustments and its straight forward underwriting methods recommends it to agents who desire a DIFFERENT Fire, Tornado and Automobile Insurance Company

The Millers National operates in most states. Your inquiry for agency particulars is respectfully solicited.



FIRE TORNADO LIGHTNING AUTOMOBILE





Building A Reputation for Dependability

CHICAGO, December 5th, 1871.

TO THE OFFICERS OF THE

Hanover Fire Insurance Co.

(One of the Companies composing the Underwriters' Agency),

OF THE CITY OF NEW YORK.

GENTLEMEN:

The course pursued by your Companies in the adjustment and payment of our own claims, and, so far as we know, ALL claims for losses in the great fire in Chicago, has been so highly honorable, prompt and straightforward, and marked by such apparent desire to deal justly towards all parties, under all circumstances, that we desire, voluntarily, to acknowledge it to the business public. We conceive that no stronger test could be made, both of the responsibility and of the integrity of an insurance organization, than yours has passed through here successfully and creditably. With an unimpaired Capital and undiminished responsibility, and a record for equitable settlement, certainly surpassed by none, we congratulate you on the career of future prosperity to which your actions here have so justly entitled you, and remain,

Yours very respectfully,

FIELD, LEITER & CO.,	BOWEN, HUNT & WINSLOW,
JNO. V. FARWELL & CO.,	HAMLIN, HALE & CO.,
S. C. CRIGGS & CO.,	HALL, KIMBARK & CO.,
HAYDEN & KAY,	HENRY W. KING & CO.,
W. J. QUAN & CO.,	D. B. FISK & CO.,
FARRINGTON, BREWSTER & CO.,	CHARLES GOSSAGE & CO.,
RICHARDS, CRUMBAUGH & SHAW,	CHAS. P. KELLOGG & CO.,
WIGHT, DUNTON & CO.,	C. W. ANGELL, Sec'y Pull. Car
D. W. & A. KEITH & CO.,	H'g & D. S. GREENEBAUM, [Co.,
C. M. HENDERSON & CO.,	SWEEP, DEMPSTER & CO.,
S. P. SLADDEN & CO.,	N. MATSON & CO.,
WM. M. HOYT & CO.,	EDWARDS, BLUETT & CO.,
MARKLEY, ALLING & CO.,	KEITH BROTHERS,
WRAGG, KIRTLAND & ORDWAY,	BIGGS, SPENCER & CO.,
BARNUM BROS.,	HIRAM WHEELER,
C. H. BECKWITH & SONS,	HART BROTHERS,
HART, ASTEN & CO.,	VIRGHO, RUHLING & CO.,
LEOPOLD, KUH & CO.,	WIGHT & STEVENS,
CAHN, WAMPOLD & CO.,	R. KLEEMANN & CO.,
ALLEN & MACKEY,	M. D. WELLS & CO.,
E. F. HOLLISTER & CO.,	WALKER, OAKLEY & CO.

Above—The rush from the great Chicago Fire in 1871. Below—An unsolicited tribute from Chicago merchants in appreciation of the Hanover's prompt payments of all their losses.

PARTICULARLY proud is the Hanover of its record here in Chicago. Seven years after the company's organization in 1852 the Hanover entered Illinois and twelve years later occurred the famous Chicago fire, which tested the strength of many fire insurance companies.

Hanover's prompt payment of all just claims in this, and the subsequent conflagrations, earned for the company a reputation for dependability of which The Hanover is particularly proud.

THE HANOVER FIRE INSURANCE COMPANY *of New York*

Western Department
175 West Jackson Boulevard
CHICAGO

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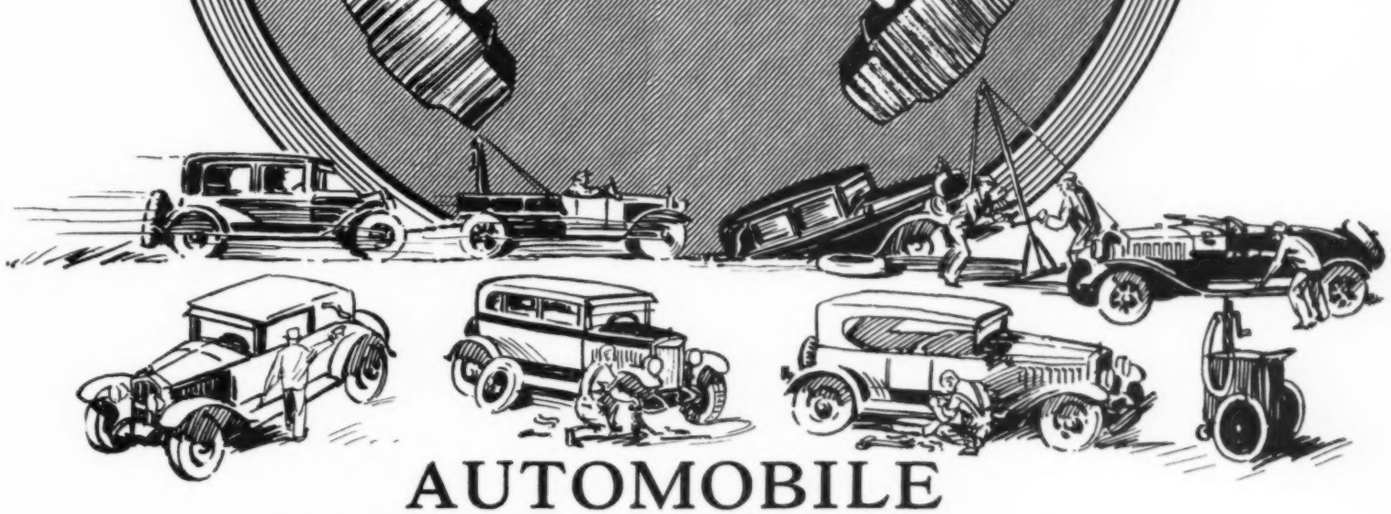
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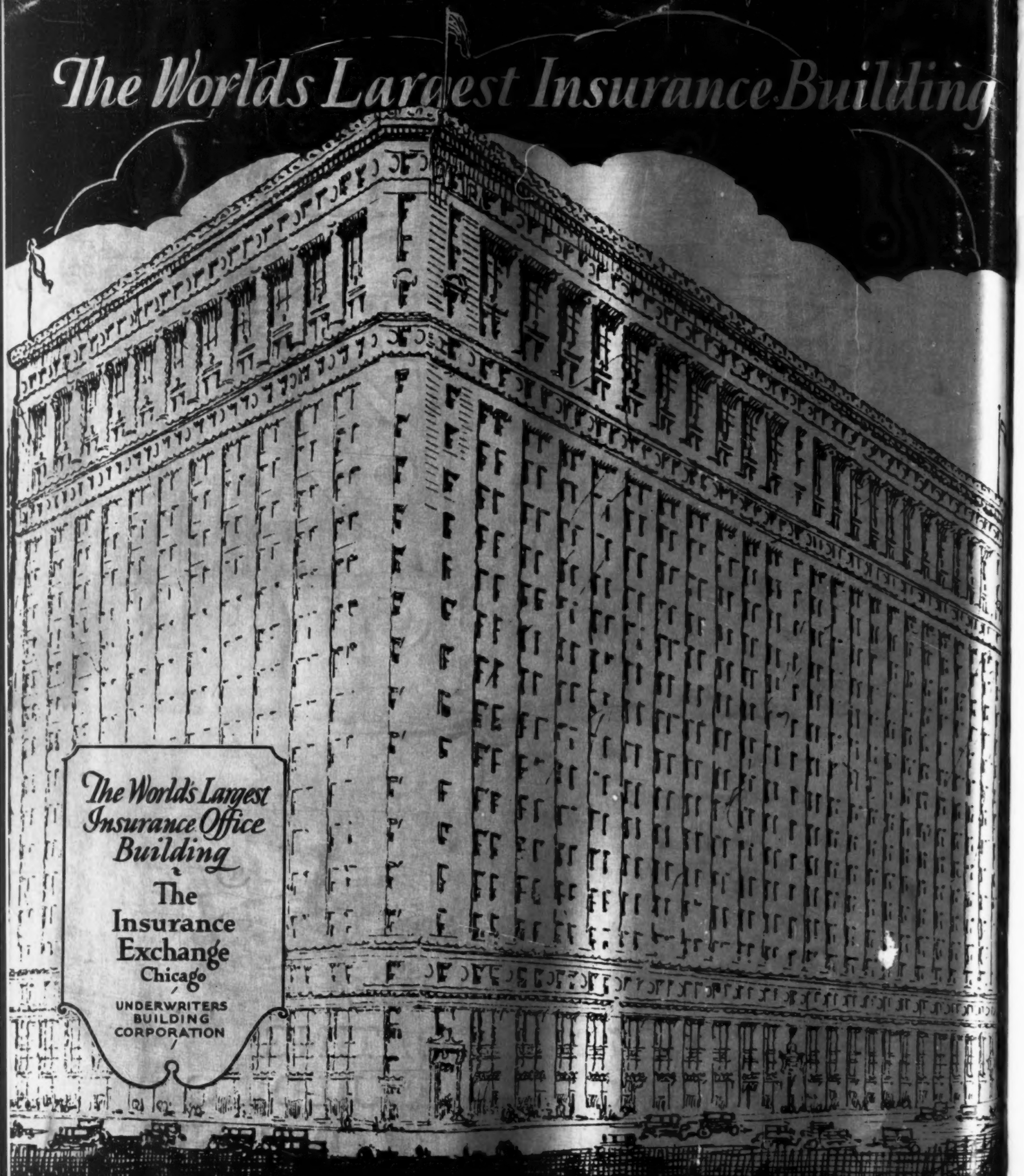


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